Mayfair Gifts
72-08 AUSTIN ST.
FOREST HILLS, NEW YORK

MUSICAL LIQUOR CHEST
With 3-Letter Monogram

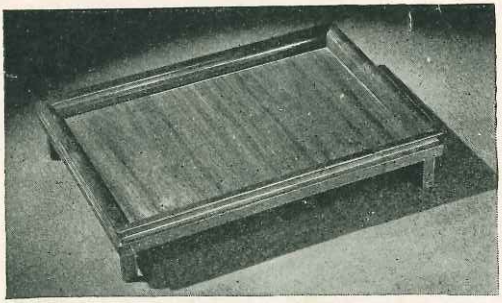
Since the appearance some time ago of "Going My Way", we have been flooded with requests for a musical liquor box such as was shown in that picture. Here it is! Lift the lid and it starts playing a well-known drinking song —close it and it stops! Fitted with a genuine Thorens Swiss music unit. Made of beautifully grained walnut with a floral inset in the lid. Size 14" x 6" x 5". The gift supreme for a man. Complete with monogram and two crystal whiskey glasses—**$22.50** postpaid. No C.O.D.'s.

BIRD DOG INLAY MUSICAL CIGARETTE BOX
PLAYS TWO TUNES!

Our feature gift for the sportsman — or lover of fine music boxes. Lift the lid and the hidden Swiss music unit begins playing a merry tune. Close it and the music stops! Made of beautifully grained walnut. Cover has genuine wood inlay depicting English setter in natural color. Holds two packs of cigarettes or useful for trinket box. **$14.00** postpaid.

Swiss Musical JEWEL BOX

Made of extra fine quality, beautifully finished top grain leather. 24 karat gold tooling. Lined with richly colored velvet. Open it and a hidden music unit plays a lovely classical air. Close it and the music stops. A gift that any woman would adore. Comes in blue, wine or brown. **$18.00** postpaid.



MUSICAL SERVING TRAY

Pick it up and a hidden Swiss "music box" starts playing a rollicking drinking tune! Set it down and the music stops! Guaranteed to make the dullest cocktail party come to life with a bang! Watch the look on a guest's face when you ask him to pass around the drinks! Of beautifully grained American Walnut. 16" x 11". **$12.50 postpaid.**

THORENS DISC RECORD MUSIC BOX

Imported from Switzerland!

Plays up to 100 different tunes!

American lovers of fine music boxes have for years been unable to purchase this one . . . the finest of them all . . . because of wartime import restrictions. But now it is here again, waiting to delight young and old with its merry music! It will remind you of the old fashioned music box that enthralled grandmother and grandfather. Its 30-note movement plays perforated steel disc records. Beautiful clear tone. 10" long, 6" wide, 4" deep. Made of handsomely finished walnut. Music Box and one Record, **$16.80** postpaid, tax included.

FOUR of the TEN RECORD ASSORTMENTS AVAILABLE

1. CHRISTMAS TUNES; *Silent Night, The First Noel, Jingle Bells, etc.*
2. CHILDREN'S TUNES; *Brahm's Lullaby, Rock-a-bye Baby, Happy Birthday, Jack & Jill, etc.*
3. FOLK SONGS; *Dixie, Home Sweet Home, My Old Kentucky Home, Annie Laurie, etc.*
4. CLASSICAL AIRS; *Blue Danube, Faust, Lohengrin's Wedding March, Barcarolle, Rigoletto, etc.*

Per assortment (10 records), $5.25 postpaid including tax.

DISC RECORD BOX

Divided into six sections, each of which will take a complete assortment of ten discs. Made of highly polished, beautifully grained walnut to match music box. A practical accessory. **$5.00** postpaid.

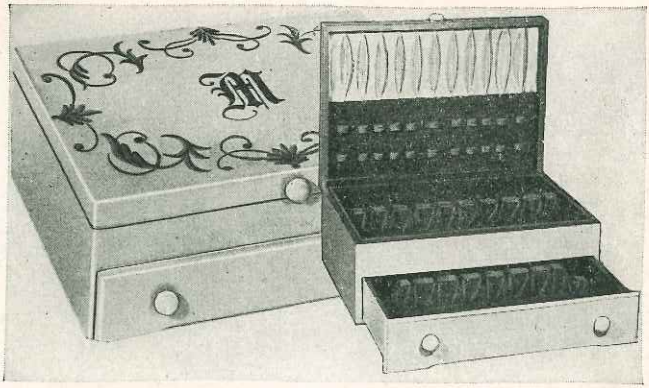
Swiss Musical Porcelain POWDER BOX

Dainty pastel flowers on ivory background with 24 karat gold trim!

A gift any woman would love and cherish forever! Made of fine porcelain and hand decorated, this box is reminiscent of the expensive pieces formerly imported from France. It plays a merry tune when the cover is lifted. Complete with powder puff for **$10.00** postpaid.

Lucite MUSICAL PIANO

A beautiful copy in miniature of a baby grand piano. Made of crystal clear, highly polished lucite. Fitted with a sturdy Swiss movement that plays lovely music when the lid is lifted. Close it and the music stops! Beautiful and useful as cigarette box or "catch-all" for trinkets. 8" long, 4½" wide, 3½" high. **$15.00** postpaid.



TARNISH RETARDING—HAND PAINTED—SILVER CABINET WITH ONE-LETTER MONOGRAM

Large enough to hold all the family flat silver . . . beautiful enough to merit a place of honor in any home! Both the chest and the drawer underneath are lined with the magical new felt that keeps silver bright and shining. Felted slots, loops and grooves hold each piece firmly in place. Holds 132 pieces of silver. Beautifull, hand decorated with scroll work and one-letter monogram. Background colors are black, white, red and walnut. Size 11″ wide, 15¾″ long, 6½″ high. **$16.50.**

1B—SILVER CHEST WITH FLORAL DECORATION: Same as above except that this one has in place of a monogram a beautiful floral decoration consisting of wild roses, lilies-of-the-valley, and daisies. **$16.50.**

2B—NAPKIN HOLDER: Hand painted with single letter monogram. Beautiful Pennsylvania Dutch design on ivory background. Smart on the table, handy on the wall of kitchen or dining room. **$1.60** each. 2 for **$3.00.**

3B—"LITTLE BROWN JUG" OIL & VINEGAR SET: "Little Brown Jug, How I Love Thee" . . . and your salad mixer who takes his work seriously will really love this handsome set! Floral design hand painted on beige and brown background. Pair only **$2.50.**

4B—METAL MATCH BOX COVER: Hand decorated with acorn and leaf design. In it the humble kitchen match becomes a smart addition to the living room. A splendid gift to the pipe smoker. Background colors: white, blue, red, black. **$1.75.**

5B—HAND PAINTED DOOR STOP: At last, here is a door stop that is beautiful, useful and efficient! . . . Decorated by hand with a charming floral design on white, red, black, blue. **$1.75.**

6B—HAND PAINTED METAL TRAY: Made of heavy gauge rolled steel . . . hand decorated with a gorgeous rose and wildflower design. Background colors are black, white and red. 19″ in diameter. **$7.50.**

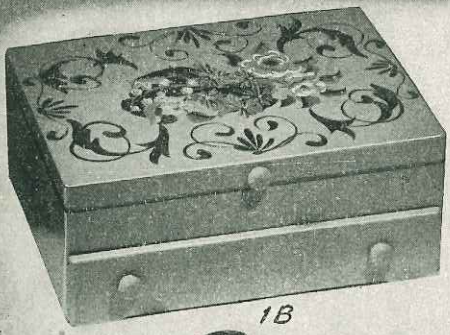
7B—HAND PAINTED MAIL BOX:—with home owner's name on it. A distinctive and unusual "nameplate" for your door . . . a beautiful and useful receptacle for your mail! Hand decorated with graceful grape ivy design on black or red background . . . strongly made of wood and masonite. In ordering, please print name to be applied. **$3.00.**

8B & 9B—HAND DECORATED METAL WASTE BASKETS: This prewar favorite is back again. Heavy gauge metal. Beautiful and decorative and they minimize the danger from fire. Two shapes . . . two decorations. 13″ high oval with roses . . . 14″ round with Chinese Chippendale design. Background colors: black, ivory and green. Oval **$4.50;** Round **$6.00.**

10B—HAND PAINTED METAL WOOD CARRIER: Big, handsome and useful! Beside the fireplace, it's as decorative as can be. Chinese Chippendale design, hand painted on black background. Made of heavy gauge rolled steel. 22″ x 13″. **$18.00.**

(PRICES INCLUDE SHIPPING CHARGES)

HAND PAINTED "HOME" GIFTS



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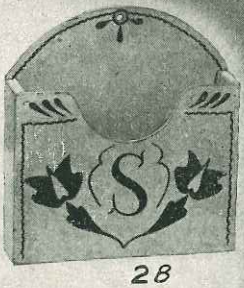

2B

3B

6B

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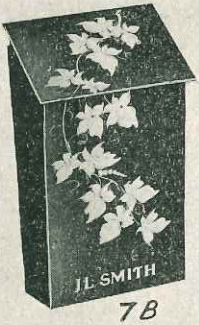
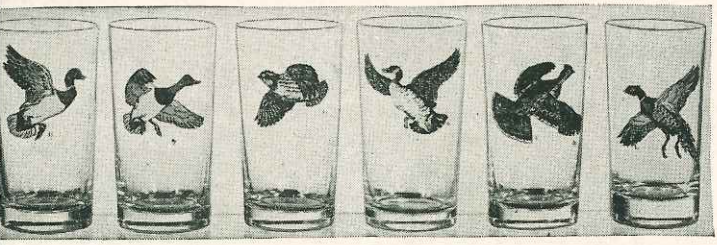


7B

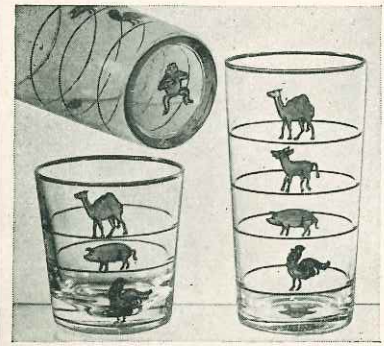
9B

10B



Mayfair's famous
GAME BIRD HIGHBALL GLASSES

The finest, most appreciated gift you can give a sportsman, nature lover or anyone who loves the beauty and sparkle of fine crystal! Six of America's best known game birds hand painted in full color on leaded crystal glasses—then fired for permanence. Glasses are of the best quality obtainable with heavy sham bases—colorings of birds authentic and true to life. Six for **$9.00** postpaid. (Add 25¢ extra postage west of Miss.)

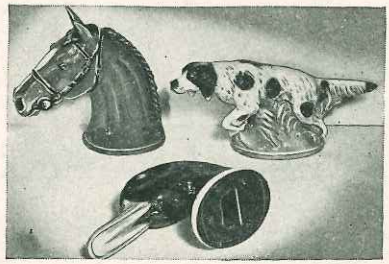


"HAPPY HOUR" HI-BALL & OLD FASHIONED GLASSES

At the cocktail party, they're more fun than a circus! There's a measure for every guest. Fill the glass to the rooster ring add soda and you have a regulation highball. For those who like them with "plenty of authority" fill the glass to the pig ring. Fill it to the donkey and watch the drinker make an ass of himself! Fill it to the camel for the poor fellow who has been lost in the desert! With these glasses you don't need a jigger. Hand decorated then fired. Fine crystal, heavy sham bottoms. Either highball or old fashioned glasses at 4 for **$6.75**; 6 for **$9.75**; 12 for **$18.00**, postpaid.

JIGGER CHASER GLASSES

Here's how! . . . to use the famous jigger-chaser glass for convenient serving. Fill it to the neck with your favorite chaser (ginger ale, soda, or what-have-you) then fill jigger portion with scotch or rye. Trick shaping of glass prevents mixing. **$6.50** per dozen postpaid.



BOTTLE OPENERS

At first appearance, they are beautifully modeled figurines but in the bottom of each is an efficient bottle opener! These are openers that will be proudly displayed rather than hidden away as most bottle openers are. Made of heavy cast metal and hand painted. Thoroughbred horse's head (4½" x 4") **$4.00**; mallard duck's head (5½" x 3½") **$4.00**; English setter (7" x 3½") **$5.00**—postpaid.

C-1—"FIRST NAME" GIANT DRINK MIXER: With six matching cocktail glasses. The 70 ounce mixer is wonderful for mixing martinis, manhattans, champagne cocktails, etc. 8 piece set complete with engraving of two first names on mixer and each glass. **$11.00.**

C-2—20 OUNCE "FIRST NAME" LONGFELLOWS: Big, beautiful, sparkling crystal glasses for those long tom collins, rum rickeys, etc., or for iced tea. Hand etched with two first names as shown. (Please print names to be applied). 2 for **$3.25.**

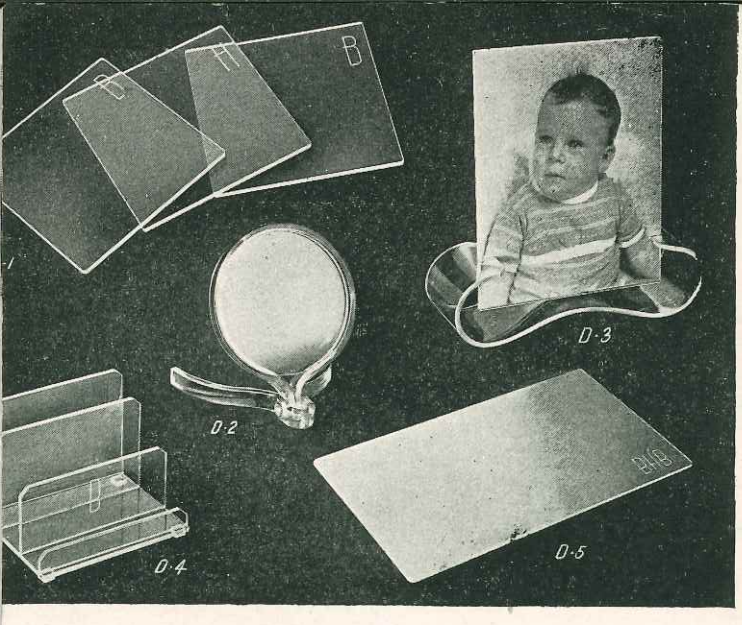
C-3 — Monogrammed CRYSTAL CIGARETTE BOX & ASH TRAYS: The large tray will be in demand by the pipe smoker of the house and the small one will look mighty pretty on milady's dresser. Cigarette box and three trays complete with three-letter monogram on each—**$7.50.**

C-4—WHISKEY GLASS $6.50 doz. C-5—FOOTED COCKTAIL $7.75 doz. C-7—OLD FASHIONED $7.75 doz. C-8—14 OUNCE HIGHBALL $9.00 doz. C-9—FOOTED PILSNER $9.00 doz.

C-6—MONOGRAMMED CRYSTAL TABLE BELL: Made of fine leaded crystal . . . has the merriest, clearest ring imaginable! With 3-letter monogram **$1.75.**

C-10—GIANT 160 OUNCE BRANDY INHALER: With 3-letter monogram. Use it for a swank aquarium, punch bowl, flower vase, etc. **$5.50.**

(PRICES INCLUDE SHIPPING CHARGES—NO C.O.D.'S)



D-1—MONOGRAMMED LUCITE VASE MATS: Protect your fine linens and furniture by using these handsome mats under vases, lamps, etc. Made of heavy gauge (⅜" thick) crystal clear lucite. Almost unbreakable. 6" x 6". Wtih one-letter carved monogram. 3 for **$3.25**, 6 for **$6.00.** No C.O.D.'s.

D-2—HANDBAG MAKE-UP MIRROR: It folds flat . . . it stands! One side magnifying, other side regular mirror! 3" in diameter. Something every woman wants . . . and needs! Only **$1.25.**

D-3—LUCITE PICTURE FRAME: One of the smartest and most practical frames to come along in years! Base is ¼" thick, crystal clear lucite. Picture fits between two panes of clear glass. 8" x 10" **$3.00;** 5" x 7" **$2.00.**

D-4—LUCITE STATIONERY RACK: A lovely and useful accessory for the desk. Its three compartments provide space for pen, pencil, letters, bills, stationery, envelopes, etc. Comes with one-letter deep-cut monogram. Measures 4¾" wide, 6" long, 5" high. Made of heavy, clear lucite. **$5.00.** No C.O.D.'s.

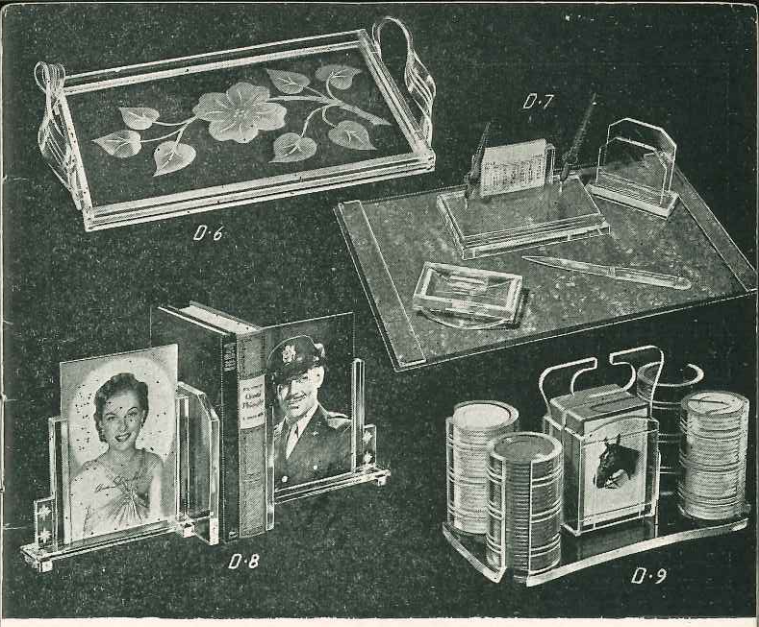
D-5—LUCITE PLACE MATS: Here at last are crystal clear, heavy gauge, lucite place mats!—and at a reasonable price! Plastic place mats have been offered before but this is the first time we have seen them made of ⅜" thick, rigid, sparkling lucite. 16" x 10" with deep cut 3-letter monogram. **$4.50** each. No C.O.D.'s.

Handy Two-Faced MAKE-UP MIRROR

One side magnifies!
Other side regular mirror

An ingenious make-up mirror that leaves both hands free and enables user to see back of head! Suspended from the neck and braced on the chest, the mirror can be adjusted to all angles. User can, without disturbing mirror, walk to window or to wherever light is best. It folds flat for packing . . . it *stands* on the dresser! Mirror 5½" in diameter. **$4.75.**

(PRICES INCLUDE SHIPPING CHARGES)



D-6—LUCITE SERVING OR PERFUME TRAY: One of the most gorgeous trays we have ever seen! The handles and frame are of heavy gauge lucite. Bottom of tray is of heavy, clear plate glass on which is etched a beautiful floral design. Lovely as a serving tray or perfume tray for vanity or dresser. 16¾" long, 10¾" wide. **$10.00.**

D-7—8-PIECE LUCITE DESK SET: A breathtakingly beautiful desk set that any woman would adore owning. Set includes 21" x 12½" blotter pad bound in lucite, pen and pencil stand made from lucite nearly one inch thick! heavy gauge lucite stationery rack, letter opener, blotter holder, perpetual calendar and two gold pointed pens. **$27.00.**

D-8—PICTURE FRAME BOOK ENDS: A brilliant example of combining three useful items (two picture frames and a set of book ends) into one! The book end is made of heavy (nearly 1" thick) lucite. The frames are equipped with two panes of glass to hold pictures in place. Takes 5" x 7" pictures. **$11.00.**

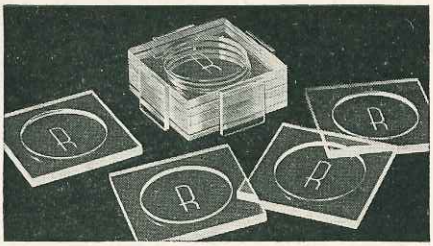
D-9—POKER CHIP RACK OF LUCITE: The latest word in smartness! This is the first truly beautiful poker chip rack we have seen and it is really something to rave about! Will hold 100 chips. **$11.00.** (100 interlocking, extra fine quality chips—50 white, 25 blue, 25 red—included for $3.00 additional).

Smart, oversize, easel-back LUCITE PICTURE FRAME

Takes a 14" x 11" picture!

If you saw this lovely frame and didn't have a picture to fit it, you'd lose no time in getting down to the photographers for one that would! It is a positive "must" for the bride's picture. Made of one solid sheet of heavy gauge lucite — cunningly shaped into a frame that would flatter any picture. Overall size 18" high, 15" wide. **$15.00.**

(PRICES INCLUDE SHIPPING CHARGES)



Carved Monogram LUCITE COASTERS

Made of heavy gauge (¼" thick) lucite, as clear as a sparkling drop of dew! Personalized with a big, single letter monogram, these coasters are smart as can be! As beautiful as the finest crystal but unlike crystal they will not break when dropped. 4" x 4". Deep "wells" for glasses. Set of four with lucite stand **$5.00;** without stand, 3 for **$3.50;** 6 for **$6.25;** 12 for **$12.00.**

E-1—LUCITE SHELF: You'll travel far before finding anything as beautiful and decorative as this gorgeous shelf. Of highly polished lucite! Perfect shelf for a flower filled vase or a resting place for your favorite curios. A pair with a mirror between is a lovely wall decoration. 8" high, 7" wide, 7" deep. Each **$5.50.**

E-2—LUCITE BOOK ENDS: Of extra heavy lucite, these book ends are weighty enough to hold books firmly in place and they are really something to behold! Beautiful and decorative. **$10.00** per pair.

E-3—LUCITE COAT HANGERS: As closet accessories, these are tops. Sturdily made of heavy lucite. You'll want a half dozen for yourself, another for a gift for that hard-to-please person on your list. 3 for **$3.00.** 6 for **$5.75.**

E-4—LUCITE DRAPERY TIE-BACKS: The last word in swank for window treatments are these heavy gauge, highly polished, crystal clear lucite drapery tie-backs. Attach them to the facing of your window and you'll be amazed at the way they "perk up" the whole room! Each 7" long. Pair **$3.00.**

E-5—LUCITE SALAD SET: Your salads will look twice as glorious and taste much better if you serve them with this gleaming crystal clear lucite set! As a gift, place this at the top of your list! 11½" salad bowl, **$3.95,** salad fork and spoon **$2.50,** 5½" individual salad servers each **$1.25.** Complete set consisting of large bowl, 6 individual servers, fork and spoon, **$11.95.**

E-6—HORS D'OEUVRE DISHES: Molded from clear lucite, these lovely dishes will add immeasurably to the beauty of any table setting. Handy, too, for serving candy and nuts. 8" in diameter—3 deep compartments—**$3.50.**

E-7—LUCITE FINGER BOWLS: Enjoy the luxury of these attractive little bowls. Smart hostesses are taking to them like a duck to water! 6 for **$7.50;** 12 for **$14.50.**

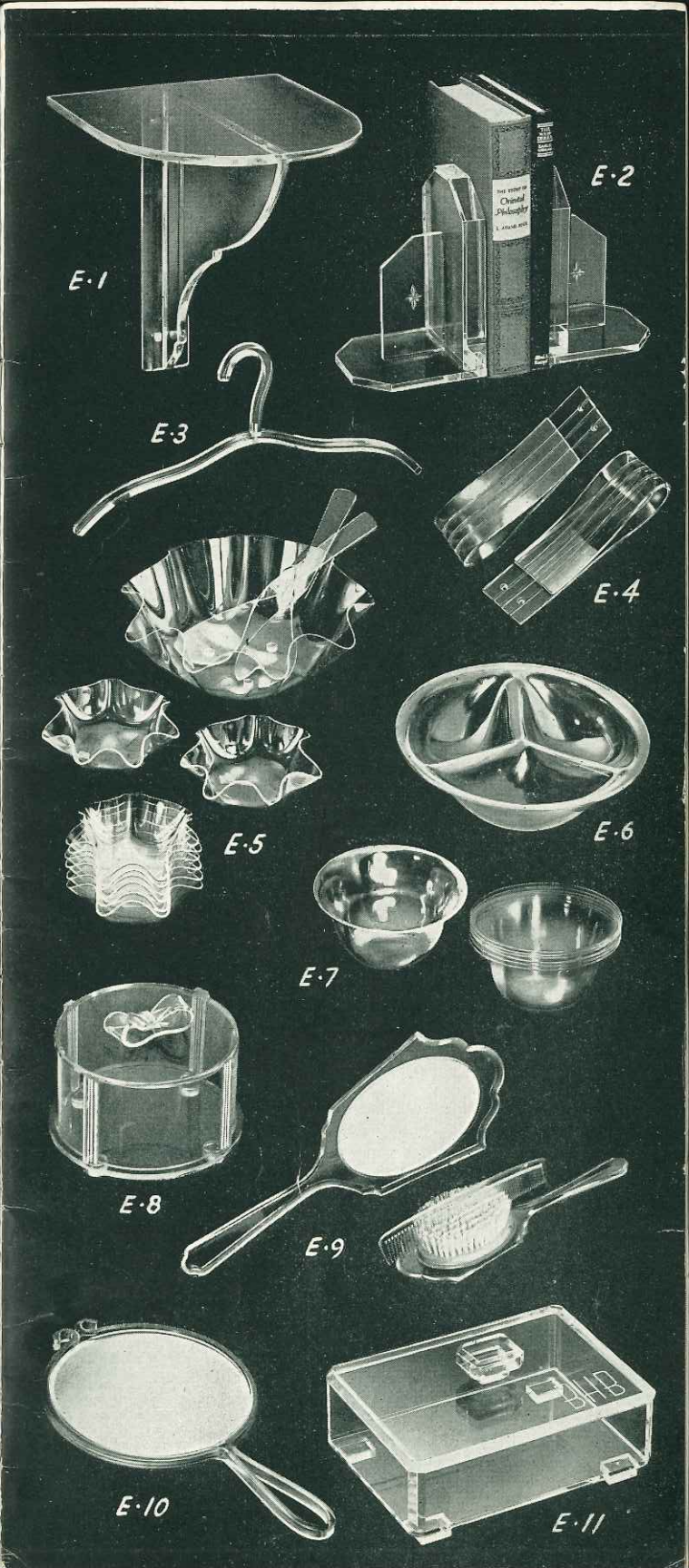
E-8—LUCITE POWDER BOX: A handsome accessory for milady's dresser. Attractive ribbon bow handle. A lovely gift, 2½" high, 3" in diameter. **$5.00.**

E-9—LUCITE DRESSER SET: Consisting of two-faced make-up mirror, mirror-backed brush and comb. All of highly polished lucite. A gift that's sure to please! **$15.00.**

E-10—TWO-FACED MAKE-UP MIRROR: A truly lovely and useful mirror. It has on either side a large flawless mirror (8" in diameter). Frame and handle are of crystal clear lucite. Overall length 14". **$4.00.**

E-11—LUCITE HANDKERCHIEF OR CANDY BOX: This is a box to be treasured for a lifetime! It's really something super! Made of extra heavy, highly polished lucite. 3-letter monogram etched in lid. 8" long, 6" wide, 3" high. **$11.00.**

(PRICES INCLUDE SHIPPING CHARGES)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SILVER DOLLAR MONEY CLIP

Feature Gift for a Man

He'll never be "broke" if he carries this handsome sterling silver bill clip! He will always have the brand new silver dollar mounted in its center! And furthermore, he won't lose those loose bills from his pocket. A clip to be carried and treasured for years. **$10.00** including the silver dollar and tax.

1F—LEATHER-CRYSTAL MAN SIZE ASH TRAY: Every man — especially the pipe smoker—likes an ash tray this is "high, wide and handsome!" Here's one that is all he could wish for. It is of heavy, shimmering crystal, set into a case of Florentine top grain leather. Colors —brown, green and wine. 6½" x 6½". **$5.50.**

2F—HUMIDOR and PIPE RACK: The way to win a man's heart is to make him comfortable. Give him his slippers, newspaper and put this handsome humidor and pipe rack within reach of his easy chair! The rack holds 10 pipes and is of solid American walnut. A carved horse head cover fits tightly over the heavy glass humidor. **$5.95.**

3F—Men's Deluxe LEATHER TRAVEL CASE: A compact, beautifully made case that any man will be proud to own and use when he goes traveling. Made of the finest top grain cowhide. Has unbreakable plastic boxes for soap, shaving cream, razor, toothbrush. It also includes a comb, clothes brush, mirror, nail emery and orange stick. Zipper fastener. Dimensions 9" x 6¼". A really splendid value at $7.50.

4F—Hand Painted GAY NINETIES SHAVING MUG: Three mugs on a mug! Illustrating three famous facial hirsute adornments sported by men of fashion at the turn of the century. Left to right, they are—"burnside"—"walrus"—"handlebar." A rare gift to the man who likes a creamy, generous lather that only a shaving mug can produce. Also useful as a pencil holder or "catch-all" for a man's desk! With three-letter monogram or first name **$2.00.** No C.O.D.'s.

5F—FLUORESCENT DESK LAMP: For home or office. Supplies a flood of cool, eye soothing light that makes desk work a pleasure. Base is of weighted, bronzed metal with convenient tray for clips, pencils and two pen holders. 13" high, 18" wide. Complete with one fluorescent bulb **$12.50.**

6F—POCKET SHAVING KIT: Something every man should have! Consists of metal razor, blades, and metal mirror in a compact, top grain leather case. **$2.50.**

7F—MEN'S POCKET TOILET SET: Essential equipment for the man who must keep neat and well-groomed at all times. Set consists of manicure scissors, nail file, tweezers and comb; all in a handsome folding top grain leather case. Suede lined. Brown only. A splendid gift! $4.75, including tax.

8F—LEATHER BILLFOLD: With gold edges! One of the most desirable billfolds we've seen in many a day! Compartment for bills, another for papers, card case, space for auto license, pass, etc. Of fine imported morocco. Colors: Black or brown. **$10.00.**

9F—FIRE-PROOF BOND SAFE and Discharge Case. Keep bonds and valuable papers in this asbestos lined, top grain leather folder. Saddle stitched. Closed it measures 11½" x 5½". **$3.75** incl. tax.

(PRICES INCLUDE SHIPPING CHARGES)

GIFTS FOR MEN

COMBINATION COMPACT AND CIGARETTE CASE

The season's smartest and most useful handbag accessory! Made of fine, imported goatskin. Beautifully finished, unbelievably light. Measures 6½" x 3". Colors: red, black and brown. **$10.00.** Also in green, black or brown snakeskin **$14.50.**

1G—FITTED VANITY HANDBAG: Our finest gift for a lady! Made of imported "Gahna" ecrose goat skin . . . the most beautiful leather known! Lined throughout with contrasting colored suede. Comes equipped with matching leather hobnail studded compact, cigarette case and change purse, slot for lipstick, pockets for comb, etc. 11½" long, 6" high, 2½" thick at bottom. Colors: London tan, black and red. **$39.75** including federal tax.

2G—MONOGRAMMED COMPACT & MATCHING CIGARETTE CASE: Smart companion pieces for a lady's purse. Made of fine, top grain leather in brown and beige. Comes with giant one-letter monogram. Each **$5.50;** both **$10.75.**

3G—Hand Painted HANDKERCHIEF BOX: Of highly polished natural birch with corners in contrasting walnut. Hand decorated with gardenias. For delicately scented handkerchiefs, keep them in this pretty box along with your favorite sachet. 8½" square. **$5.00** postpaid.

4G—Hand Painted Natural Birch MAKE-UP BOX: A truly magnificent make-up box. Made of highly polished, beautifully grained natural birch, with corners in contrasting walnut. Has five spacious compartments. Flawless mirror in lid. Hand decorated with magnolias and wild roses in full color. Dimensions 8" x 10" x 2¾". Price **$8.75.**

5G—MEMORANDUM BOOK & INDEXED ADDRESS & PHONE NUMBER BOOK: A most attractive and convenient accessory for milady's desk. Simulated leather cover with embossed decoration. Comes in black or ivory. Only **$1.00.**

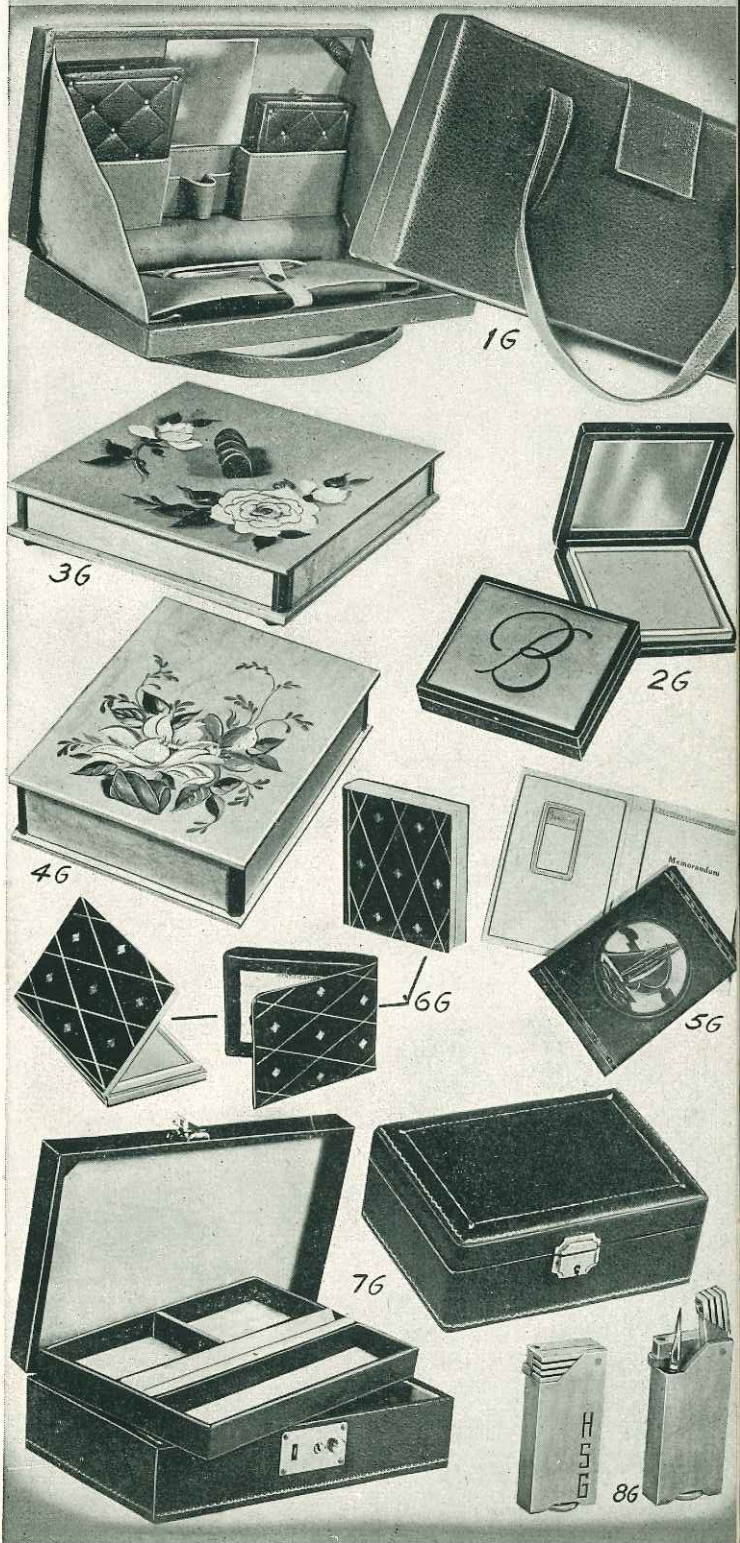
6G—MATCHING COMPACT—CIGARETTE CASE—WALLET: The neatest trick of the year! Closed the compact and cigarette case look like miniature books! The wallet has space for bills, identification, etc. Gold tooling on dark brown and beige. Compact and cigarette case **$4.50** each. Wallet **$6.50** including tax. Complete set of 3—**$13.50.**

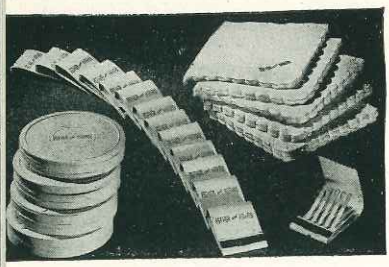
7G—FINE LEATHER—GOLD TOOLED JEWEL CASE with lock and key! A jewel of a jewel case! Beautiful enough and large enough to house the jewels of a queen! Designed to last a lifetime and then be handed down to daughter! Made of fine imported goatskin with 24 karat gold tooling. Has removable tray with roomy compartment underneath. Colors: Navy, tan and red. Lined with contrasting colored, long piled plush. 10¼" x 7" x 3½"—**$25.00.** (7" x 5" x 2¾"—**$15.00**).

8G — STREAMLINED — MONOGRAMMED CIGARETTE LIGHTER: Modern and up-to-date as today's newspaper . . . sleek, small, compact and absolutely the last word in efficiency. Made of solid burnished aluminum, finished in chrome, it has the appearance of sterling silver. Complete with three-letter monogram **$5.00.** No C.O.D.'s.

(PRICES INCLUDE SHIPPING CHARGES)

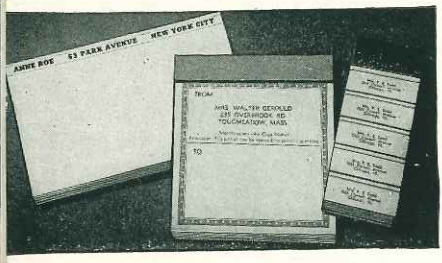
GIFTS FOR WOMEN





Monogrammed PARTY SET

This set, so necessary to smart entertaining, consists of 50 safe-sorb beverage coasters, 50 books of matches, 50 cocktail napkins—all with 3-letter monogram or first names on each piece—white or canary. Complete for $3.50 postpaid. No C.O.D.'s.



Personal MAILING LABELS, CARDS, STICKERS

Your name and address imprinted on 50 mailing labels, 50 postal cards, 300 name stickers for books, envelopes, etc. All for $3.50 postpaid. No C.O.D.'s.

Monogrammed BRIDGE TABLE COVER

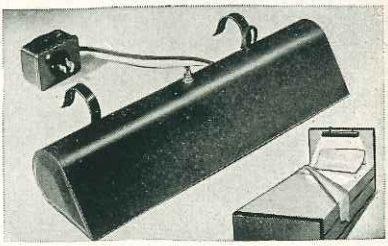
The handsomest cover we have seen anywhere at any price! And it is as practical as it is beautiful. Made of heavy, felt-backed, DuPont leatherette, it is stain proof and will withstand all sorts of wear. Fits snugly over standard bridge table and special flap holds it firmly in place. $7.95 postpaid. Colors: Navy blue, green, maroon, or light tan, with monogram in contrasting color. No C.O.D.'s.

FOLD-AWAY TABLE

An unusually well constructed folding table with steel braces to insure sturdiness and ease in folding. Can be used for writing, for student's homework, games (gin rummy, solitaire, chess, checkers, etc.), typewriter, supper (on the sun porch, terrace or lawn) for sewing, cocktails, tea, coffee, for portable sewing machine, bedside table and many other uses in the home; also makes an ideal, easily carried picnic table. Made of hard wood veneer, beautifully finished in light mahogany. Top measures 26″ x 14″, 26″ high. $11.50 postpaid (add 50¢ postage west of Mississippi).

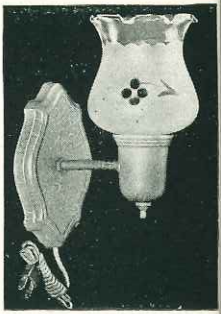
. . . and now you can have an all-metal

FLUORESCENT BED LAMP!



Fluorescent light, that new scientific lighting marvel, is now available in an attractive 15″ bed lamp! This wonder lamp will not heat . . . is noiseless and supplies a flood of cool, eye-soothing light. Makes reading in bed a real luxury free from the danger of eye strain—reduces light bills. Comes in ivory or walnut finish, lined with white baked-on enamel reflector (for AC current only). Complete with 5″ cord, "press button" switch and one fluorescent bulb, for **$8.95** postpaid. (Add 25¢ postage west of Miss.).

All-metal Frosted Crystal PIN-UP LAMPS



Not since those years of plenty before the war have we seen such attractive pin-up lamps at such reasonable prices. As their name denotes, you can hang them anywhere and move them at will! Just the thing for that "dark spot" in your living or bedroom, halls, alcove, closet, or place in the country. Made of rolled steel and beautifully finished in crackle antique ivory. Globe is of frosted crystal with flower design. Complete with 40″ cord **$4.00** each; pair **$7.50**, postpaid.

Hand Hammered Aluminum HURRICANE LAMPS

Inspired by a fine old pair of Colonial hurricane lamps, these superbly executed reproductions bring back all the grace and charm of a bygone day. Handwrought as were their originals, they are made from virgin aluminum, especially processed to resemble sterling silver and to forever retain its brilliance. Globes are of hand blown clear crystal. 10″ high. **$15.00** per pair, postpaid.

Hand Wrought Buenilum HANGING PLANT BRACKETS

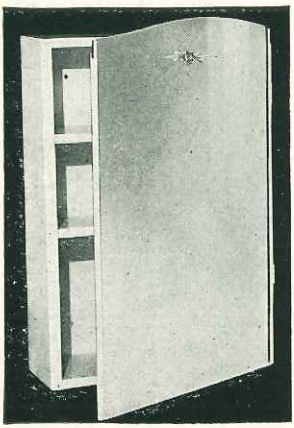
Filled with trailing ivy or cut flowers, they are a wall decoration that will bring grace and charm to any room. Hand made of genuine Buenilum—burnished virgin aluminum—specially treated to prevent tarnishing — they have the appearance of sterling silver. The 3″ containers hold your regular small pots or they may be filled with water for cut flowers. 12″ long. Postpaid for **$3.50** per pair.

"Flower Print"
TILE WINDOW BOX

Glorify your potted plants with this gorgeous tile window box. Front and both ends are beautifully colored vitrified china "Flower Print" tiles. Frame is of hand-rubbed, limed oak. Lined with waterproof temper board so that soil can be put directly into the box—or it will hold four small or three medium sized pots. A grand gift for the plant lover. 18" long x 6½" wide x 5½" deep. **$7.95** postpaid.

BOTTLE VASES FOR FLOWER ARRANGEMENTS

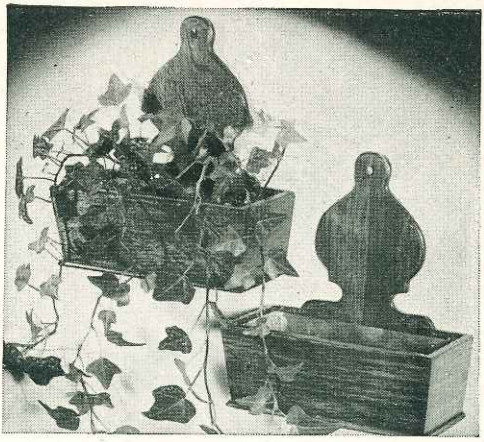
If you like to play around with flower arrangements you'll love these bottle vases! Hand blown, just as they were in Colonial days. The "Crown bottle" (a nod to King George IV!) stands 5" high and costs $2.75. The "Mula bottle" inspired by those used by the peons of Old Mexico to carry water by the side of a jogging burro! 6" high and may be had for $3.25. "Doughnut bottle" can be hung by the handle on wall or window or set anywhere. (A pair of them make unusual oil and vinegar sets). 5" high. $2.25. Colors are cobalt blue or emerald green. **All three for $7.50 postpaid.**



All Metal
Bathroom or Kitchen
WALL CABINET

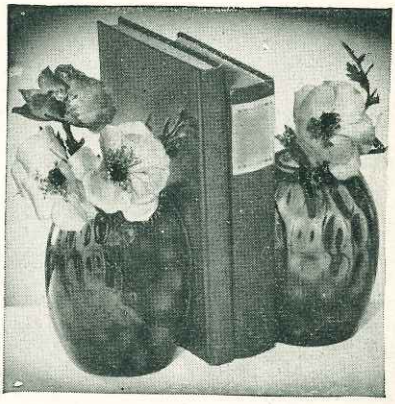
The "Medicine" Cabinet in the average bathroom is rarely large enough to accommodate the entire family's needs. It's never large enough when there are growing children in the home. Here is the solution . . . a large, strongly built cabinet of rolled steel, finished in white baked-on enamel. It has three shelves and a mirror door. 12" x 17". Handy and useful in the kitchen for spices, flavorings, matches and 101 other small items. Only **$4.00** postpaid.

Reproduction of Early American MATCH BOX



Only a master craftsman could have made the original—and this is an exact copy. Made of genuine, solid mahogany. Beautifully finished. Filled with growing ivy or flowers it becomes an exquisite wall decoration. Or it can be used for the purpose originally intended. Comes with metal liner. 7" x 6". **$3.25, $6.00** per pair, postpaid.

Wind-O-Syl BOTTLE BOOK ENDS

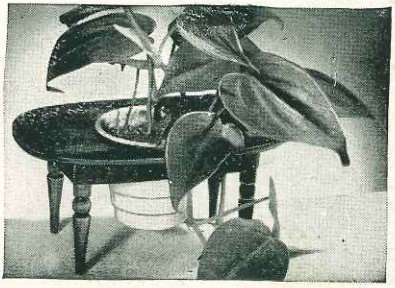


An exact reproduction of a handsome old bottle dating back to Colonial Days. Beautifully decorated with thumb print design typical of certain bottles of that period. Originally designed to hold growing ivy at the window, one side was made flat so that the bottle would set on the window sill! Perfect for a spot of greenery at the window, or filled with cut flowers or ivy a pair makes gorgeous book ends. 5½". **$1.75** per pair.

Vari-Colored FELT BEAN BAGS

Everyone loves bean bags and no American home is complete without them! Amusing, decorative and useful as paperweights, pin cushions and as children's toys. Here is Humpty Dumpty, clown, mammy and penguin. **$1.00** each postpaid.

Miniature PLANT TABLE



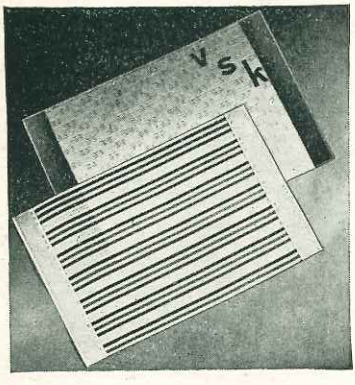
Authentic reproduction in miniature of Old Colonial plant table. Exquisite and perfect in every detail. It is small — 5½" long, 3½" wide and 3" high — but it packs a decorative wallop! Painstakingly made by hand of the finest mahogany. Small porcelain pot for flower. **$3.75** postpaid.

HAND PAINTED APRON

The woman lucky enough to receive this lovely apron for a gift can be glamorous—even in the kitchen! Made of sateen and hand decorated with color fast, Victorian rose and wildflower design, accented in gold. Colors: black, brown, white. **$5.00** postpaid.

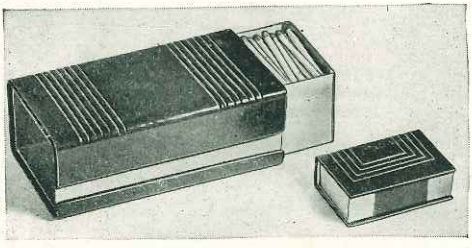
SEWING STAND

This handy and attractive stand is indispensable to the woman who sews! It is just about as complete as it is possible to make a sewing stand. It has numerous pockets, spool holders, loops for scissors, thimble, etc. Handmade, flowered chintz bag, rayon-lined, on folding ivory stand. 22" high. **$16.75** each.



Woven Plastic PLACE MATS

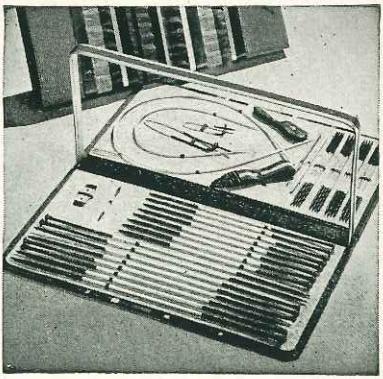
The newest thing in smart place mats! Shimmering woven plastic. Light, strong, durable and easily cleaned. May be had with 3-letter monogram in contrasting colors on white or with multi-colored stripes with border in white. **$2.50** each.



Florentine Leather MATCH BOX COVERS

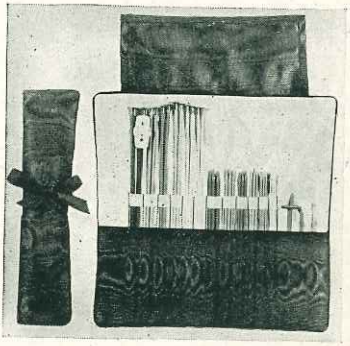
If you would win the undying gratitude of a pipe smoker, give him this handsome Florentine leather match box cover. In it the plebeian kitchen match becomes a respectable addition to the living room. Top grain Florentine leather over steel. 24 karat gold tooling. **$2.25** each postpaid. Small cover is designed to fit penny boxes. **$1.00** each postpaid.

"KNITTING BEAUTY"



Knitting Set and Case . . . so complete and so very beguiling with everything a knitter could possibly want. Contains complete assortment of Knitting Needles, Stitch Holders, Yarneedles, Tape Measure, Rip-n-Cut, Circulars. Smartly styled, exquisite workmanship. Heavenly in blue corded rayon and glamour striped taffeta. A wonderful gift for the woman who knits. **$15.00** postpaid.

Compact—Complete KNITTING SET



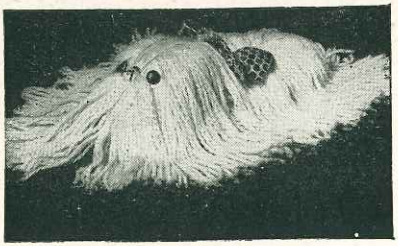
This attractive set, while not as elaborate as the above, contains all that the average knitter would desire. 24 seven-inch sock needles, sizes 1 to 6. 12 standard ten-inch needles, sizes 1 to 6. One knit counter. One stitch holder and one crocheting hook. Comes in a beautiful blue moire taffeta, rayon lined case. Folds into a compact roll. **$6.00** postpaid.

BALSAM PILLOW and Balsam Pacaways

The volatile oils found in the needles and stems of the balsam tree are said to soothe the delicate membranes of the respiratory or breathing passages. For this reason many catarrhal, hay fever or bronchial sufferers, feel more comfortable where balsam trees grow abundantly. The Balsam Pillow brings this soothing, restful influence into your bedroom. Large Pillow 14" x 19" **$4.25** PP. Small Pacaways 7 x 9"—2 for **$1.50** PP.

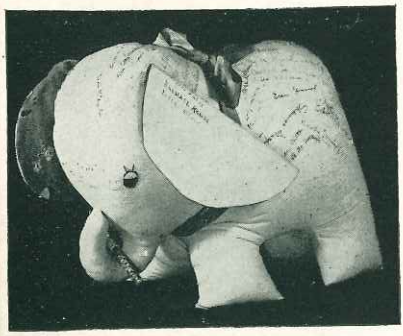
WEEK-END OR TRAVELING KIT BRUSHES

For the lady, it's an excellent clothes brush, bound in fine top grain leather. The top of the brush zips open to reveal a complete sewing kit consisting of package of various size needles, scissors, measuring tape, thimble, 6 spools of darning thread (4 hosiery shades, 1 black, 1 white). For a man, the brush contains a shaving kit consisting of shaving cream, razor and blades. Colors: navy blue, light brown. Either for **$4.25** postpaid.



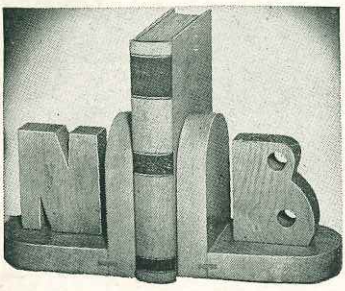
"PERKY" The Pillow Peke

A smart, decorative accessory — a delightful bit of whimsy that you'll be proud to own or give. "Perky's" bright little eyes and soft wool yarn body will bring life and zest to your living room or bedroom. Just plop him down anywhere — he'll be the center of attraction! Comes in white, blue, yellow, orchid, pink, red, aqua and assorted colors. (In ordering please give second color choice.) **$2.00** postpaid.



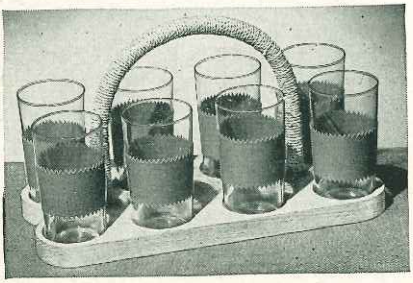
"JUMBO" The Autograph Elephant!

An elephant never forgets and you will never forget that happy occasion if you have all present autograph "JUMBO". Signed by all her friends, "Jumbo" makes a handsome decoration at bridge, birthday and week-end parties, weddings, showers, etc. A wonderful gift to an autograph-collecting friend. "JUMBO" is 9" high and 11" long. His unbleached muslin hide will hold a great many names. **$2.95** postpaid.



INITIAL BOOK ENDS

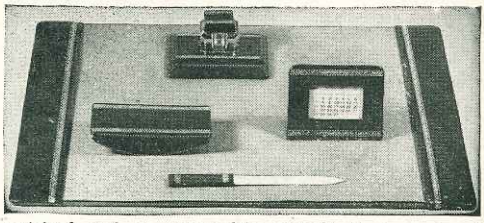
Carefully made from heavy, beautifully grained, natural birch. Highly polished, these monogram book ends are the personalized gift "find" of the season. This is a "Mayfair exclusive". We first introduced them some months ago and to date have shipped thousands of pairs to all parts of the country. Natural finish. 5½" high, 5½" long. Felt base. A wonderful value at **$3.50** per pair postpaid.



SAFE SERVER AND GLASSES

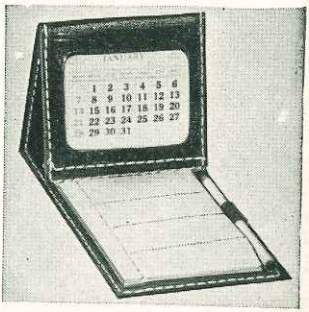
A safe way to carry a lot of drinks without spilling them! A new idea in a Server that practically revolutionizes drink carrying! Here it is! Fill the glasses to the brim, pick the Server up by the Kong Kong grass-wrapped handle. You can be positively careless and you won't spill a drop! A handsome outfit, too, with its 8 twelve-ounce coral jacketed glasses, its pickled oak base with wells for the glasses. Complete for **$7.50** postpaid.

Five Piece LEATHER DESK SET



We are proud to be able to offer this gorgeous desk set to Mayfair customers. So well made, so beautifully finished and so reasonably priced! It is made of genuine top grain leather with 22 karat gold tooling. Included in the set is—an ink stand, a perpetual calendar, blotter holder and letter opener—all matching leather. Colors: brown, blue and green. Pad measures 16" x 21". **$8.50** postpaid.

PERPETUAL CALENDAR AND NOTE PAD

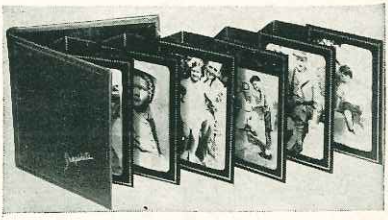


You'll always know the date—this year, next year and always—because this calendar is good forever! The handy note pad pencil enables you to jot down the things to be remembered. Put one on your desk and another by the telephone or in the kitchen for shopping notes. Size 6½" x 3½". Colors: red, black, brown. Complete with one refill pad: **$1.25** postpaid.

LEATHER WRITING PORTFOLIO

Of genuine, highly polished calfskin, this beautiful portfolio will be treasured for years by that fortunate person who receives it. It has a perpetual calendar, address book and two pockets for paper. One of our most popular gift offerings — appealing to soldiers and those who travel. Comes in russet brown only. 9½" x 6¾". **$6.50** postpaid.

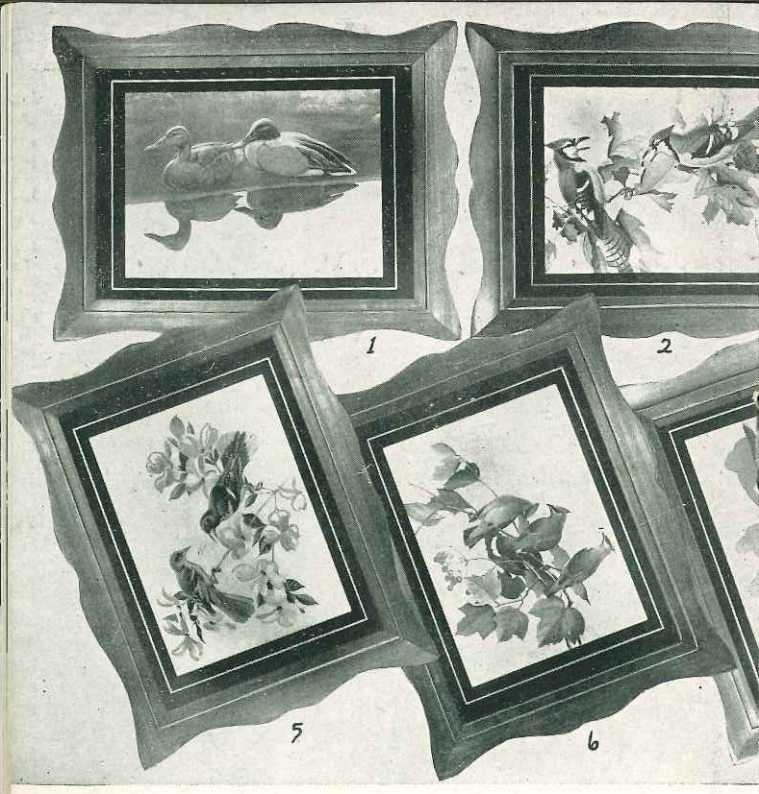
Pocket Size Folding SNAPSHOT ALBUM



With all America on the move, here is a snapshot case that meets the demands of the times. A compact little "book" when you first look at it but a twist of the wrist and presto! you have twelve 2¼" x 3¼" pictures all in full view at one time! Cover is of fine leather, gold trimmed frames and acetate windows to protect pictures. **$3.00** postpaid.

MAGIC BILL FOLD

An age old trick of "magic" incorporated in a handy little leather bill fold. Lay one or more folded bills on the crossed elastic bands, close the bill fold and open from the other side and they will be neatly in place *under* the parallel bands. Blue, red, or green morocco. Price **$2.50.**

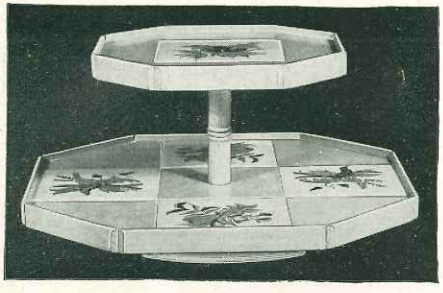


Mayfair's Feature "Home Gift"

is the Famous Audubon Bird Print

TRAY — COFFEE TABLE — FRAMED PICTUR

All in one! Audubon Bird Prints in all their glorious, authentic coloring, built into a large, sturdy, handsome serving tray! With the matching stand, it is a coffee, bedside or cocktail table. When not in use, it is a lovely picture for the sideboard, mantel or wall! The prints are under glass in a frame of hand rubbed hardwood—the edges thoroughly waterproofed. Comes in lovely hand rubbed furniture finish of walnut, mahogany or Colonial poplar. Size 24″ x 20″. Tray alone **$18.50;** with matching wood stand **$25.00.** Postpaid.



Two Tier revolving LAZY SUSAN

A handsome serving accessory that will become a family tradition in many a home . . . something to be used only on "state occasions" to grace the table setting at Thanksgiving, Christmas, New Year, and the other "big days" in the life of a family. Sturdily built to last a lifetime, then become an heirloom! With the upper tier filled with flowers, the lower with hors d'oeuvres, it is an eye-filling centerpiece for the table! Tiers revolve independently of each other. Upper tier 13″ in diameter, lower 19″. Height 9″. **$30.00** postpaid. (Add 50¢ west of Miss.)

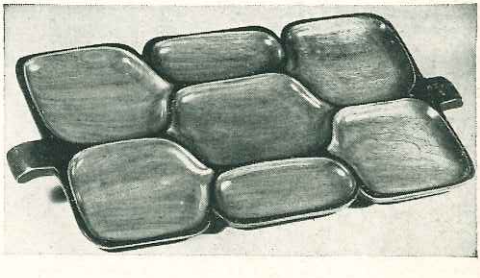
RE

SEVEN GORGEOUS COLORFUL AUDUBON PRINTS

to choose from! Authenticated by the world-renowned Audubon Society.

1. "Shovelers-on-the-Mud"
2. "Blue Jays"
3. "Crested Cardinals"
4. "Red Wing"
5. "Baltimore Oriole"
6. "Cedar Waxwing"
7. "Teal and Willows"

Haitian two-toned Mahogany HORS D'OEUVRE TRAY

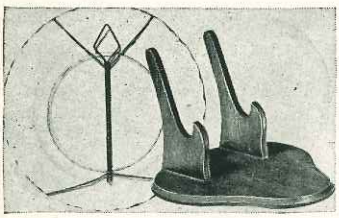


Hand carved from one solid piece of beautifully grained mahogany! By far the most beautiful hors d'oeuvre tray we have seen anywhere at any price! A truly outstanding example of expert carving . . . a splendid specimen of mahogany at its best! 24″ x 11″, it has seven deep compartments for pickles, cheese, relishes, deviled eggs, etc., etc. Alcohol and vinegar proof. $7.85 postpaid.

MOUNT VERNON—MONTICELLO Superbly executed etchings of America's best-known historical shrines reproduced on vitrified ceramic tiles. House Beautiful describes them editorially as follows: "They're as American as apple pie, as baseball, as the Declaration of Independence, and on your wall they will be a decorative exclamation point! Wonderful, too, as tea tiles, or for use under hot plates and vases." Delphinium blue or light brown on an ivory background 6" square, felt back. **$1.60** each, or both for **$3.00**, postpaid.

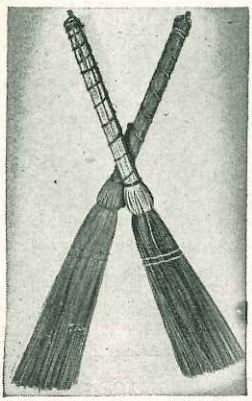
FAMOUS OLD BOTTLES

Historic old bottles that graced the homes of our grandfathers. Exact reproduction of their famous originals. Rich in their associations with the customs and traditions of the past. At the left is the "Booze Bottle" (where whiskey got its nickname). At the right is the famous old "George Washington" bottle. Colors—amber, blue or green. **$2.25** each. Both **$4.25** postpaid.



Steel Spring PLATE HANGERS

Hang your fine old plates with these sure-grip steel spring hangers. Almost invisible from front. Adjustable to any size from 8" to 16" plate. 50¢ each; 6 for **$2.75.**

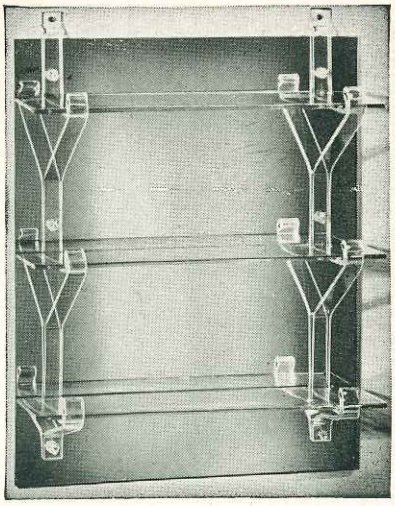


SOLID MAHOGANY CUP & SAUCER STAND: One that will do honor to your finest Spode or Staffordshire. Well made of solid mahogany and beautifully finished. **$1.50** each.

Old Fashioned FIRESIDE BROOMS

Useful and attractive, adding a touch of old fashioned charm and color to the fireside. Made in the South by "old time" broom makers. 32" long. **$1.50** each postpaid.

LUCITE MIRROR WALL SHELVES



New! Useful and beautiful A utility shelf for the bathroom — a "what-not" shelf that will show off your curios to perfection in the living room. Flawless mirror back on which is mounted three lucite supported beveled-edge glass shelves. 18" x 14". **$5.95** postpaid.

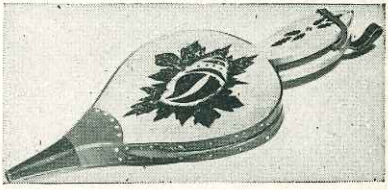
Hand Painted BREAD BOARDS

The bread boards are charming kitchen accessories which, when not in use, make a lovely wall decoration. The under side is left natural wood. Most useful for cutting bread, onions, oranges, celery, etc. Attractive, colorful designs. Background colors: black, blue, green and rust. 14" x 6¾". **$2.50** each, postpaid.

FLAT IRON BOOK ENDS

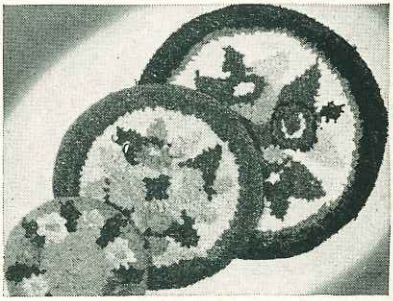
Hand decorated with an attractive Victorian rose design on blue, black, rust or green background. Will also double as most efficient doorstops or paperweight. **$6.50** pair, postpaid.

FIREPLACE BELLOWS

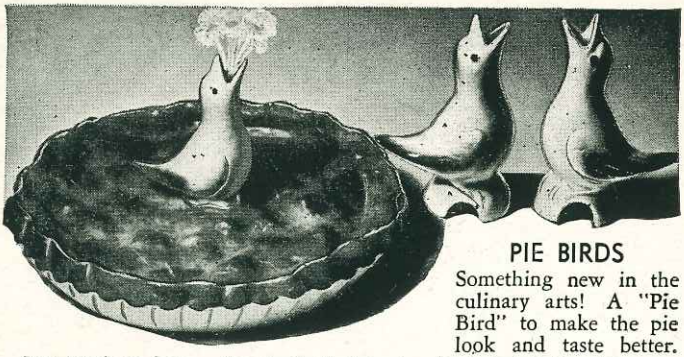


When the fire refuses to burn give it a few puffs from these handsome bellows and watch it come to life! The bellows are of top grain pliable leather. Hand decorated polished wood top and bottom. Every well equipped fireplace should include a pair of these decorative bellows. 17" long. **$4.00** postpaid.

MINIATURE HOOKED RUGS

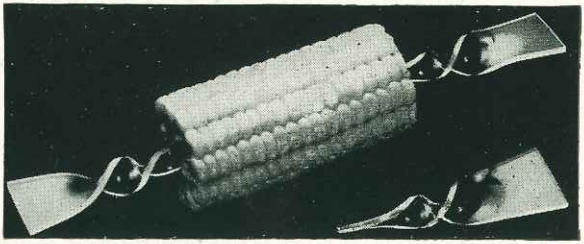


These attractive hand made miniature hooked rugs represent real American art and craftsmanship. They come from the Great Smoky Mountains of Tennessee and are part of the folk art of that section. The assorted patterns are skillful and effective blends of color. Use them under hot plates, vases, table lamps or for decorative purposes. 10" size **$1.25**, 8" size **$1.00**, 6" size 75¢. Set of three, one of each size, **$2.75** postpaid.



PIE BIRDS

Something new in the culinary arts! A "Pie Bird" to make the pie look and taste better. Put his base below the crust of the pie. As it bakes the steam escapes through his beak, while the flavor and juices remain sealed in. Made of pottery in bluebird coloring, this dainty little 4½" figurine makes any pie "a dish fit to set before a king." **$1.00** each. 4 for **$3.75**, postpaid.



LUCITE CORN HOLDERS

Our banner gift item! More people have purchased these crystal clear lucite corn holders than any gift we ever offered! We have sold thousands of pairs and shipped them to every state in the Union and to many foreign countries. You will want these gleaming little table accessories for yourself. We suggest several dozen more as gifts to those friends who serve corn-on-the-cob. Six pairs **$2.00**, twelve pairs **$3.75** postpaid.

Hand Decorated COOKIE JAR

The "old time" earthen cookie jar with its pungent odors and spicy goodies! This one is of two-toned heavily glazed pottery with a pickled oak lid. Big and handsome. **$3.00** postpaid.

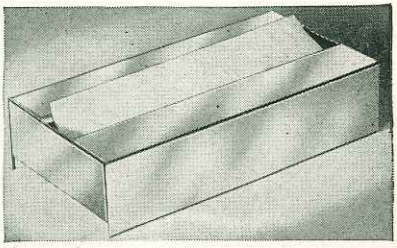
ALUMINUM COASTERS

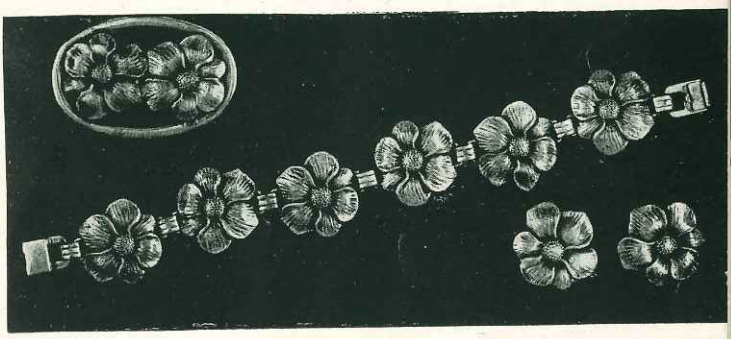
Made of heavy gauge aluminum . . . embossed with an attractive flying mallard duck design. A happy solution to your coaster problem. A gift that will be used every day. Set of 8 only **$1.25** postpaid.

PILL BOX . . . STAMP BOX . . . PIN BOX Dainty little porcelain boxes, charmingly hand decorated with roses and scroll work. Exquisite in every detail, the heart-shaped pin box and the oval pill box are reproductions of the "beauty patch" boxes used by ladies of fashion in 18th-century France. The stamp box has a space for regular, special delivery and air mail stamps. Pastel colors on an ivory background. **$1.25** each. The set of three for **$3.50,** postpaid

MIRRORED TISSUE BOX

A handy and attractive receptacle for cleansing tissues. A vanity or dressing table accessory that every woman should have. A splendid gift. Mirrored on all four sides and top. 10½" long, 5½" wide, 2½" deep. **$2.50** P.P.



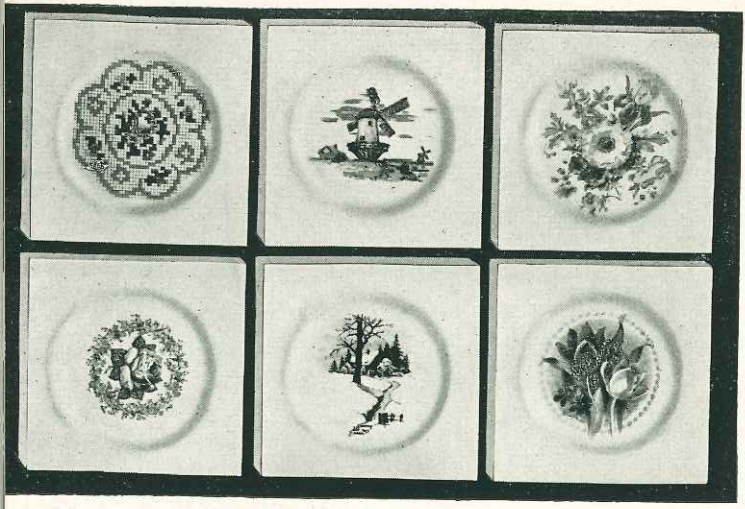


Exquisite . . . STERLING SILVER JEWELRY

These stunning pieces of sterling silver jewelry were created by Wallace, one of America's foremost designers of beautiful jewelry. The lovely dogwood flower reproduced in sterling and made into a bracelet of unusual grace and charm. Brooch and earrings to match. Bracelet **$7.25.** Brooch **$5.95.** Earrings **$3.75.** Set **$16.00.** All prices, tax included.

Sterling Silver BROOCHES

At the right is the well-known good luck omen — the four-leaf clover— **$3.00.** At the left is the equally famous Mexican Burro. **$4.00.** Prices include 20% Federal tax.



Floral and Scenic
VITRIFIED CHINA COASTERS

The manufacturer of these lovely coasters also makes fine, translucent dinnerware. These coasters are of the same material. Beautifully decorated in full color on an ivory background, then fired to a temperature of 1400° F. They will retain their brilliance and lustre forever. The indentation into which the glass fits enables them to double as ash trays. They are 4½" square. Set of six only **$2.00.**

Brown and Beige
BEAN POT

Baked beans . . . one of America's most succulent dishes . . . become even more tasty and enjoyable when prepared and served in this handsome, oven-proof pot. Brown and beige, highly glazed, it is smart as can be. Stone lid for cooking—polished hardwood lid for use when it is brought to the table. Holds 3 quarts. **$3.00** postpaid.

COLONIAL
BEER MUGS

Here are beer mugs you'll be proud to own and show off when guests come calling! Hand made, just as they were in Colonial days, by "old time" mountain potters. Handsome, sturdy and with a capacity to quench any thirst (5" high, 4" in diameter). High lustre glaze in cool jade green. Hint: Keep several of these in the coldest spot in the refrigerator ready for use! You'll be surprised at how much better the beer tastes. 2 for **$2.00;** 6 for **$5.50;** 12 for **$10.00.**

Silver Plated
CIGARETTE URN & TRAYS

This graceful Grecian shaped urn is a most attractive receptacle for cigarettes. Lovely on the table . . . and convenient for your guests. The urn and two trays make a set that is decorative and useful. **$5.00** postpaid.

This year's smartest PICTURE FRAME

This beautiful frame is for that very special picture of "the" man in your life. Made of heavy, beveled crystal clear glass on which is mounted heavy brass bound glass rods. It has that "masculine" quality about it that makes it ideal for a soldier's photograph. Accommodates 8" x 10" picture. Overall size of frame is 11" x 13". **$8.50** postpaid.

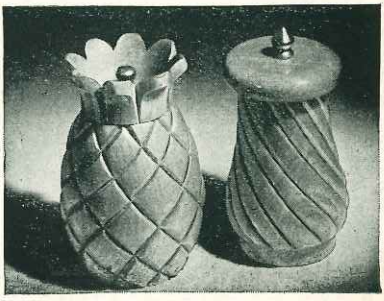
TELEPHONE NUMBER FINDER

A necessity in every office and home—every day of the year. Simply slide the indicator to the first letter of the name you want, press the release and — presto — there's the phone number. 1380 spaces for listing telephone numbers, names, addresses, price lists, rates, recipes, formulas, and countless other lists and data. Made of steel with walnut finish. **$1.50** postpaid.

MAGAZINE STAND

A smartly designed magazine stand made of tough, long wearing "Leatho"—the nearest thing to real leather. Unless you are an expert, you won't be able to tell it from heavy cowhide — and it will actually outwear leather! Heavily embossed with attractive leaf design. 7½" wide, 15½" long, 12" high. **$17.50** postpaid. (add 50¢ addl. west of Miss.).

Hand Carved PEPPER GRINDERS

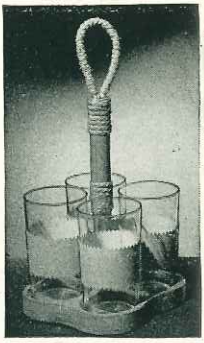


The gourmet insists that pepper be freshly ground. The smart hostess insists on a grinder that is attractive. Here are grinders that satisfy the demands of both. The famous "pineapple" design or the more conservative "swirl" design. Hand carved from hard wood, blond finish 4" high. Grinding unit is of the finest steel. **$3.50** each.

THE VIOLIN BOTTLE

Here is the justly famous violin bottle. The exquisite wall and window decoration that has outsold anything of its kind ever offered! Filled with growing ivy or cut flowers this graceful bottle will add immeasurably to the charm of any room. Of hand blown glass in sea green or aqua blue. Comes with metal hanger. **$1.50** postpaid.

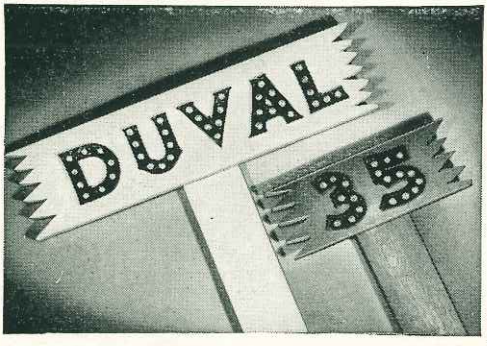
FOUR GLASS SAFE SERVER



A small, compact safe server that can be set in the center of the bridge table without disturbing the game! Server is of Swedish Oak with deep wells for glasses. Thong attached to handle makes for ease in picking up and perfect balance. Complete with four 12-ounce, coral jacketed glasses **$4.00** postpaid.

Spode-Mahogany WALL PLAQUE

Imported English Spode plate with delicately colored floral decoration set in solid mahogany. A wall decoration of distinction and charm that will grow more precious as the years go by. A wonderful gift for any occasion. 5″ plate set in frame 8″ x 8″. **$6.50** postpaid.



SHOW THE WAY TO YOUR HOME!

Reflecto Home Signs sparkle after dark under headlights just like those that guide you on the highways. By day, they are the most visible type of marker. Reflecting lenses are set in durable composition letters or numerals — green in color. Stake and panel are of durable wood and may be had in either brown stain or white enamel. Panel and stake with up to five letters or numerals **$5.10** postpaid. Add 85¢ for each additional letter or numeral.

WEDDING RING ASH or CARD TRAY

The wedding gift that will be cherished forever! The anniversary gift of gifts for brides of yesteryear! A lasting reminder of a happy occasion—a family heirloom in the years to come. San Giovanni's famous original orange blossom design. 4¼" in diameter. First name of bride and groom and wedding date engraved inside ring. $13.75 postpaid including tax. Print names and date to be engraved. No C.O.D.'s.

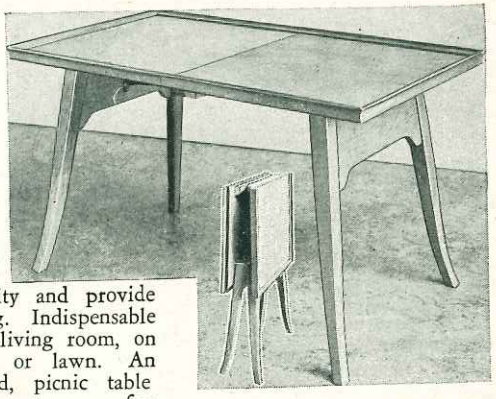
PAPER WEIGHT—ASH TRAY

The old fashioned multicolored paper weight, so much sought after by collectors, now serves a double purpose. Without impairing its beauty in the slightest, we have made it into an unusual ash tray. Here is the famous "lace" design. Imbedded in the clear crystal is a beautifully colored pattern of glass "lace." 4" x 2½". An unusual ash tray for a man's desk! $3.00 postpaid.

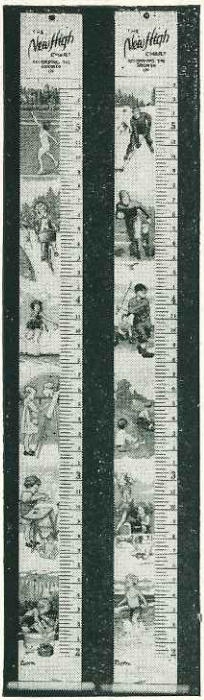
Fine Leather CIGARETTE CASE

Keep your pockets or bag free from loose tobacco with this handsome cigarette case. Closed it folds tight, keeping cigarettes fresh and free from crushing. Takes a full package of regular size cigarettes. Made of fine top grain leather. A splendid gift for a man. Only $2.00 postpaid.

FOLD-AWAY COFFEE TABLE

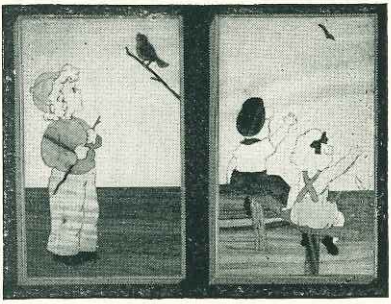


A beautifully made, sturdy coffee table . . . smart and graceful as can be . . . can be compactly folded and put away when not in use! Out-of-sight steel braces give it great strength and stability and provide for ease in folding. Indispensable for serving in the living room, on the porch, terrace or lawn. An ideal, easily carried, picnic table Made of hardwood veneer — fine furniture finish in light mahogany. 16" high. Top measures 27" x 15". $14.00 postpaid. (Add 50¢ west of Miss.)



"NEW HIGH" GROWTH CHART

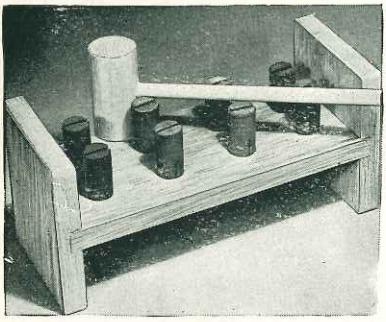
A decorative and colorful "must" for the nursery—a broad, appropriately illustrated measuring chart to record baby's growth from the time he can stand until he becomes the captain of the sandlots baseball team—or until she takes up tennis! Hang it on the wall a foot from the floor. **$1.50** postpaid.



INLAID WOOD PICTURES

"Little Boy and Bird" "Waving Bon Voyage"

Intriguing "wood pictures" made by combining different colored woods. No paints or dyes used—just wood. Each piece carefully fitted into place to make one harmonious whole. These are ideal decorations for a child's room. 5" x 8". **$1.00** each.

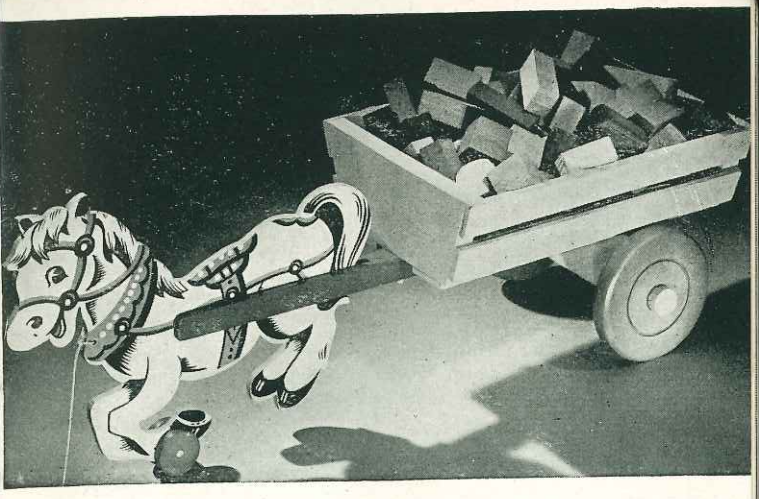


"POUND-A-PEG"

If your young hopeful seems determined to become a house carpenter, if he insists on hammering everything in sight, including the furniture, then give him a "Pound-A-Peg"! Let him hammer away 'til his heart's content and with safety. He can drive the pegs in and drive them out and pound happily away the live-long day! Only **$1.00.**

STERLING SILVER BABY CUP

Mayfair's feature gift for baby. There is no other gift that can take the place of a baby cup. Often it is his first permanent possession and as such is cherished throughout the years. This lovely cup was designed by San Giovanni. Handwrought of sterling silver, with heavy 24 karat gold plating inside to prevent tarnishing. Hand engraved with baby's first name. **$11.75** postpaid. (Tax included.)



"LAUGHING DOBBIN" AND CART FULL OF BLOCKS!

The pull toy that every child falls in love with on sight! Of sturdy wood construction attractively painted. The cart is yellow with red wheels and shafts. "Dobbin" is black and white. Four dozen assorted blocks in four different colors. 25″ long, 9½″ high, 8″ wide. **$3.00** postpaid.

Walt Disney's Luminous Bambi Pictures That Glow in the Dark!

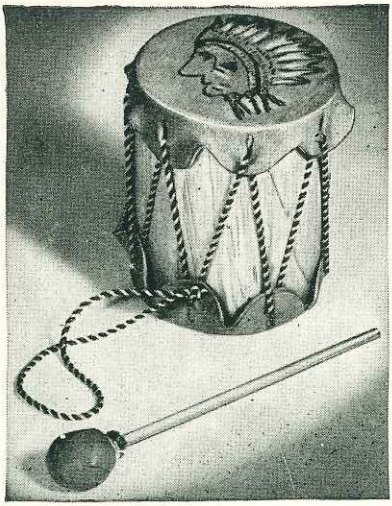
Little "Afraid-of-the-dark" won't be able to wait until lights are out if he has glowing pictures of "Bambi," "Thumper," "Thumper & Girl Friend" and "Flower" to reassure him and lull him to sleep! By day they are gay, beautifully colored, decorative pictures of Disney's lovable characters. Exposure to artificial or natural light causes them to glow after lights are out. Attractive ivory wood frame, glass front. 8″ x 10″. **$1.25** each. All four for **$4.50.** Postpaid.

Gorgeous, oversize, wool filled

SATIN CRIB COMFORTER

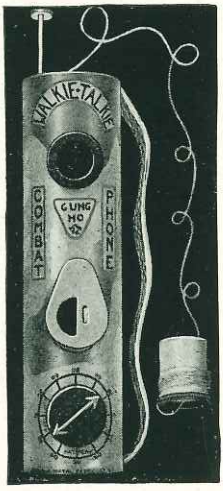
With baby's first name embroidered on it!

A big, fluffy, beautifully quilted comforter! Made of luxurious celanese satin and filled with 100% pure virgin lambs wool! Measures 40″ x 52″ — four inches LONGER and four inches WIDER than the average. It is reversible—one side pink—other side blue. House Beautiful describes it editorially as "The most beguilingly beautiful present for a baby we have ever seen." This is one present for baby that you can be sure will not be duplicated . . . they can't be had anywhere except from Mayfair. **$12.50** postpaid.



Miniature INDIAN "TOM-TOM"

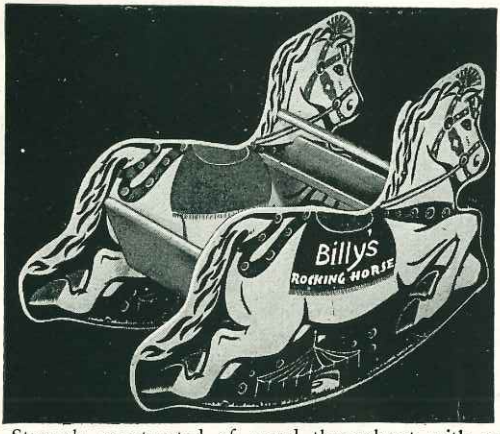
It's about the size of a quart can. Your young hopeful will not be able to blast the neighbors' ear drums — but he'll have a lot of fun trying. Every youngster loves a drum, so give yours this one. Only $1.35 postpaid.



BOYS! GIRLS! JUNIOR COMMANDOS!

Here's The WALKIE-TALKIE

The new "secret weapon" that is revolutionizing sand lot warfare! A field telephone that REALLY WORKS — designed after those used by Yanks in actual combat. Two-way conversations can be carried on from foxhole to foxhole—or indoors from room to room. Has special signaling device for sending code messages—loud speaker for broadcasting. $1.50 postpaid.



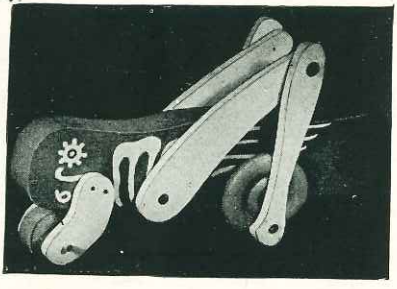
"Merry-Go-Round" ROCKING HORSE

with child's name on it!

Put your young hopeful between these spirited chargers and let him gallop away to never, never land! He will be as safe as in his Mother's arms. Will not tip or turn over. Strongly constructed of wood throughout with comfortable seat, footrest and holding rod. Each side is colorfully decorated with circus "merry-go-round" horse. 13½" wide, 20" high, 30" long. $8.50 postpaid. (25¢ extra west of Miss.)

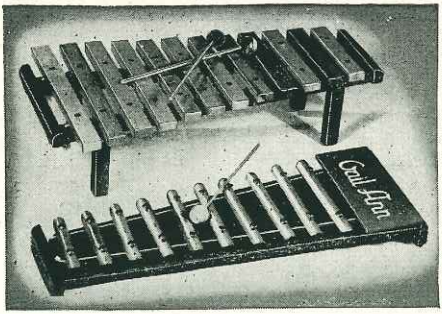
New! Intriguing! WALKING GRASSHOPPER

Your little one's eyes will pop open in wonder at this brightly painted action toy! The Grasshopper's legs work up and down as the toy is pulled along. 11½" long, 7¼" high. Price $1.25 postpaid.



XYLOPHONES

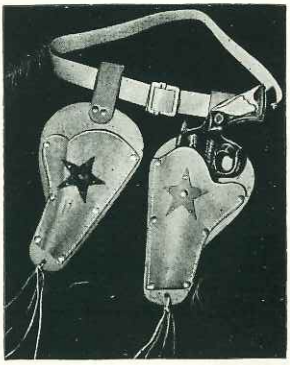
That Play Sweet Music!



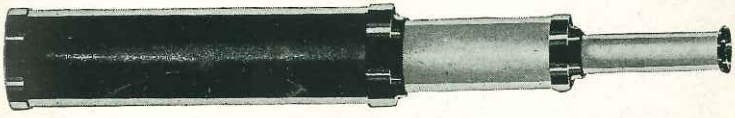
Real musical instruments. The top one has highly polished hardwood bars especially treated to accentuate resonance and clearness of tone. This xylophone is for a child beginning to take a real interest in music. Has 12 musically perfect notes. Simple instructions and song book make playing easy. $4.25 postpaid.

METAL BAR XYLOPHONE: A toy that will play real music! Each bar clearly marked—easy-to-follow song guide enables child to quickly learn. Child's first name hand painted on xylophone. **$2.50** postpaid.

COWBOY SIX-GUN HOLSTERS



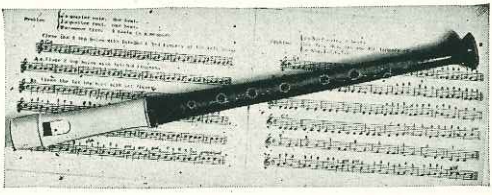
Give your young desperado these handsome holsters and watch the grin of appreciation that comes over his face! They are real ride-the-range, top grain leather . . . the finest holsters any boy could wish for. Two holsters attached to belt. **$2.50.** Single holster and belt **$1.50** postpaid.



Six Power—Three Section ALUMINUM TELESCOPE

Here it is! The really fine telescope boys have been wanting . . . and at an amazingly low price! The ALL ALUMINUM TELESCOPE is a genuine precision optical instrument, scientifically designed and expertly constructed of sturdy ALCOA Aluminum and highly polished, moulded plastic. Equal to telescopes formerly sold at much higher prices. Size open 14" long. All lenses ground and polished. Extra large field of vision. Enlarges distant objects with amazing clarity. **$1.95** postpaid.

JUNIOR PICCOLO

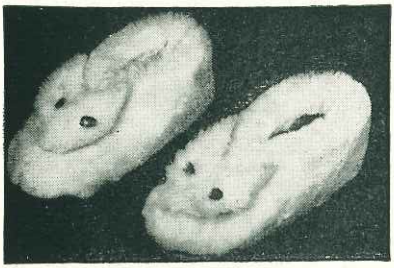


This merry little music-maker is wonderful for youngsters to learn on. By following simple directions and melody guide that come with it any youngster can learn to play in no time. Made of plastic with mouthpiece in simulated ivory. A wonderful gift to a boy or girl with musical tendencies. **$1.75** postpaid.

"OUR BABY" Pocket Snapshot Album

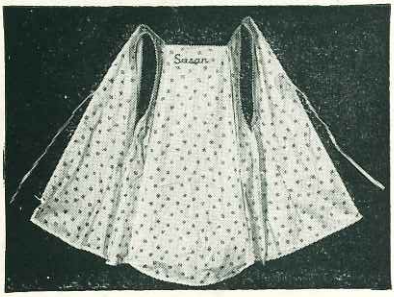
with baby's first name on it.

A compact little "book" when you first look at it, but a twist of the wrist and presto! you have twelve 2¼" x 3¼" pictures all in full view at one time. Also spaces for Mother's and Father's pictures or for Baby's name, birth date, etc. Cover of fine white simulated leather with 14 kt. gold trim and acetate windows to protect pictures. **$4.00** postpaid.



BUNNY BABIES' BOOTIES

Lamb's fur house slippers to keep little feet warm and cozy! They are made of real lamb's fur — lamb's skin with the wool left on! Youngsters love them. Well made to withstand hard wear. Sizes: Small (4) kiddie size; Medium (6); Large (8). For children from 1 to 3. **$2.50** per pair postpaid.



CHILD'S WATERPROOF COVERETTE

With first name hand painted on it!

A wonderful idea to keep clothes clean and save laundry bills! Made of waterproof coated fabric. They are attractive with a tiny print on a white, pink or blue background. Adjustable so they will fit any child up to 5. In ordering give second color choice **$1.50** postpaid.

SPECIAL! ALL METAL DOLL COACH

All metal doll coaches are available again! Here is the pick of the new models . . . the finest to be had anywhere! It has an all steel body . . . baked enamel finish with contrasting trim. 9" steel rubber tired wheels! Collapsible leatherette hood. Make your little girl supremely happy with this strongly made attractive carriage! **$22.50** postpaid. (add $1.00 west of Miss.).

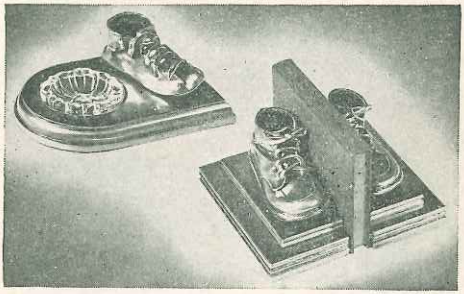
PLAY PEN BALL

For that period when suitable playthings for baby are so hard to find—from the time when he begins to "sit up and take notice" until he graduates from the play pen — here is the best toy of all. A soft stuffed, blue and red ball beguilingly decorated with a bunny, owl, duck, dog, pig and teddy bear. Washable leatherette. $1.25 postpaid.

DON'T WAKE THE BABY!

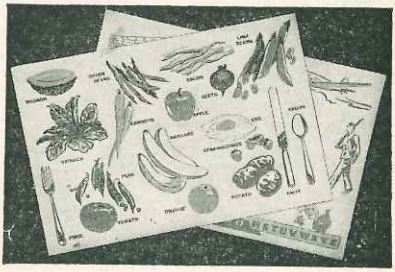
Be tactful about it. Hang this adorable "Please don't disturb" sign where guests and family can see it and watch them respond accordingly. Cleverly hand painted in pastel colors on a light blue board. Be sure to specify first name of child. A little remembrance that will get a lot of appreciation. Size 4" x 5". Price $1.50 postpaid.

PRESERVE YOUR BABY'S FIRST SHOES



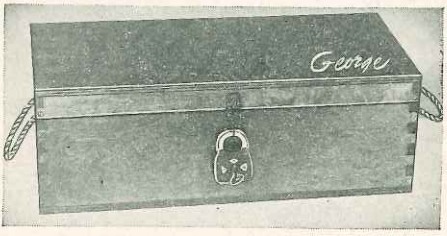
"Send them to Mayfair to be bronzziced" — and made into a lasting memento that grows more precious with the years. Pair, mounted as bookends, wood base, $7.75 postpaid. One shoe, with crystal ash tray, on wood base, $5.75 postpaid.

Child's Educational PLACE MATS

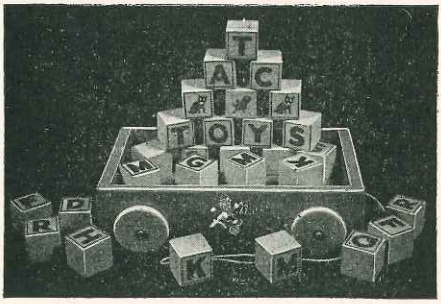


These gayly colored place mats teach children the names of fruits, vegetables, etc. Design of second mat includes alphabet, soldier, nurse, baby buggy, train, etc. Makes eating more fun, saves laundry bills. Made of water-proof Pyroxalin coated heavy drill. Clean with damp cloth. Two mats in gift box. $1.00 postpaid.

Boy's TREASURE CHEST With his First name on Lid.

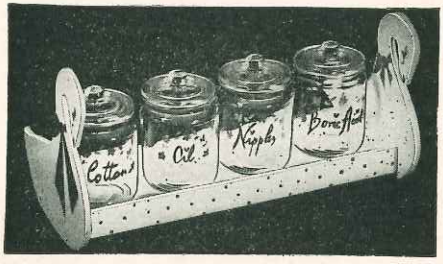


Something every growing boy wants . . . a place all his own in which to keep his treasures . . . and preferably under lock and key! This chest is strongly made and finished in walnut—rope handles. 20" long, 9½" wide, 7" high. $6.00 postpaid.



WAGON and BLOCKS

A sturdy, well made wagon, chock full of polished alphabet blocks! Your youngster will spend many a happy, absorbed hour loading the wagon with blocks, building pyramids, spelling out his own name, etc. Wagon and blocks $4.00 postpaid.



Swan Tray and DECORATED COVERED JAR SET

An essential gift for the new born baby. Hand decorated covered jars for his cotton, oil, nipples and boric acid. Tray is of wood painted white and decorated with attractive swan design. $3.75 postpaid.

Swan and Clown NURSERY HANGERS

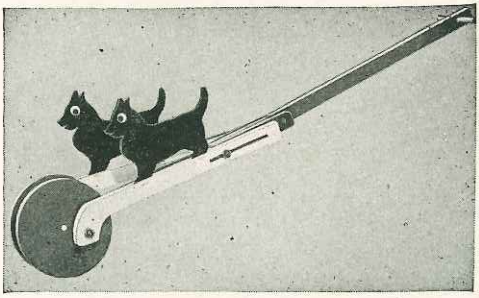
For baby's little clothes. These amusing and useful hangers come three to the set. Encourage neatness and orderliness by teaching baby to use his hangers. Set of three, either decoration—$2.00 postpaid.

Boys! Boys!

Here is the new "ARCHITECTOR" BUILDING SET

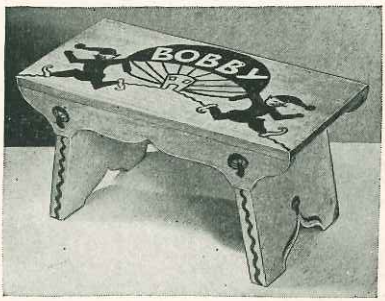
Building miniature homes with "Architector" is as simple as ABC! The big wooden box is packed with real bricks, water soluble cement, wood door and window trim, shingles and other items that go into a house. Actual scale models . . . complete, easy-to-follow plans. All parts indestructible and can be used again and again. Preliminary training for the architects of tomorrow! $5.50 postpaid. (Master "Architector" for more advanced students and containing more material and more plans—$10.50 postpaid).

Racing Scotty PUSHER TOY



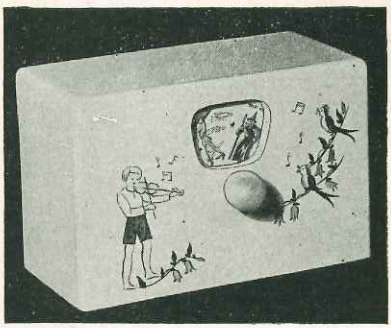
The season's mechanical toy hit! Children love to watch the Scotties bob up and down —race each other —now one is ahead, now the other! Brightly painted in red, black and blue. Metal hardware between the wheels and sliding brackets makes it easy to push. A really exciting toy that your youngster will never tire of. **$2.50** postpaid.

HAND PAINTED STOOL



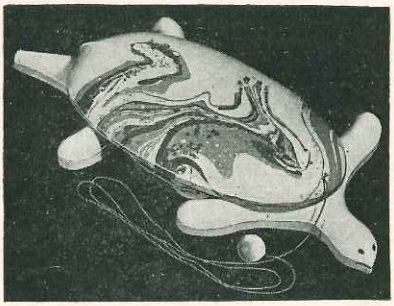
with child's first name on it! Sturdily made of beautifully grained yellow pine and hand decorated with elfin-like figures with their mushroom home in the background. A gift your little toddler will cherish! 14" long, 7" high, 7" wide. (Please PRINT name to be applied). **$3.50** postpaid.

"CHILD'S "RADIO" with "TELEVISION"

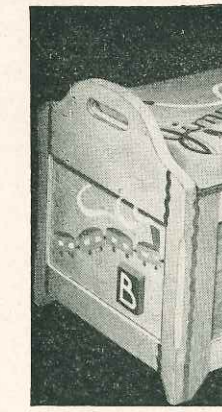


This is the one gift for the child that is sure to be greeted with open arms! Turn the "tuning" disc to the right—thus winding the radio. As it slowly unwinds the Swiss music box in the radio plays a gay children's tune. At the same time a procession of Mother Goose figures pass by the window, creating the illusion of television. Comes in white with colorful hand decoration. 5" x 5" x 7½". **Price $10.95** postpaid.

"Rollo" the Amazingly Life-Like CRAWLING TURTLE



One of the most appealing action toys ever made! Children shout in glee at "Rollo's" lively, life-like performance when he is pulled along. His legs work back and forth just like those of a real turtle. Brilliantly decorated in multicolored, chip-proof, non-poisonous hard lacquer. 13½" x 7½". **$1.75** postpaid.



TOY CHEST and BENCH

Hand painted—with child's first name on lid!

A "treasure chest" for your little boy or girl's toys and a sturdy bench for the nursery all in one. Gayly decorated by hand with toyland's most familiar objects. A spacious chest that will hold all the toys owned by the average youngster—a most useful and attractive piece of furniture for a child's room. Encourages neatness and orderliness. Of beautifully grained, natural pine. 26" long, 16½" high, 15" wide. **$12.50** postpaid. (Add 50¢ west of Miss.)

1J—"YOUNG FOLK OF THE AMERICAS": An absorbing, educational book for older children. An imaginary trip to every country in North and South America. All about the customs, costumes, food, animals and natural wonders of the Americas from Canada to the Argentine. 50 pages with 25 full page color plates. A painless method to teach geography. **$2.25.**

2J—ANIMATED "MOTHER GOOSE MAGIC WINDOW" BOOK: "Little Bo-Peep has lost her sheep"—but it's easy to find them! Pull the tab at the bottom of the picture and little Bo-Peep disappears and a snowy fleeced lamb takes her place! Twenty-two pages in animated color illustrating the best known Mother Goose stories. **$1.50.**

3J—"SURPRISE BOOK": Teaches the five senses—sight, hearing, smell, taste and feeling! Simple Simon has a real penny in his pocket! A real lollipop in Jack Horner's Christmas pie! Nursery rhymes and stories galore. **$1.35.**

4J—"FRIENDSHIP LOG BOOK": For teen age boys and girls. Spaces for photos of friends, their autographs, where and when they met, etc. A delightful "memory" book that will be treasured for years.

5J—"PERSONALIZED" WASHABLE BOOK FOR BABY: Colorful illustrations of the objects with which he is most familiar—shoes, brush, kitten, birds, train, puppy, duck. Printed on coated, washable fabric with baby's first name on front cover. **$2.25.**

6J—"THREE LITTLE PIGS" in animation: The immortal story of "The Three Little Pigs" and the big, bad wolf! Twenty-five animated illustrations in full color. Pull and push a tab to see one of the 'three little pigs' sawing boards! See Mr. Wolf huffing and puffing! Make Mr. Wolf run as he rolls his eyes in fright! **$2.00.**

7J—THE TRAIN BOOK: Made in the shape of a locomotive! Every page is full of train scenes in vibrant color. A book that not only tells all about trains but is itself a toy train! Thirty colorful illustrations—spiral binding. **$1.25.**

8J—TONY SARG'S MAGIC "MOVIE" BOOK: Clever . . . amusing . . . educational! With the aid of the "magic" lenses you can see the mouse run up the clock in "Hickory Dickory Dock," Jack climbing the bean stalk! Ninety-two colorful "moving" scenes, ten beloved fables, eighteen poems and jingles. Complete with two pairs of "magic" lenses. **$2.50.**

9J—THE SHOE BOOK of nursery rhymes is shaped just like a shoe! Has cut-outs in cover to make open doors and windows. Complete with eyelet holes and real shoe lace, printed on heavy cardboard, spiral binding. Almost indestructible. 20 pages. **$1.25.**

(PRICES INCLUDE SHIPPING CHARGES)

BOOKS FOR CHILDREN

SWISS MUSICAL MUG

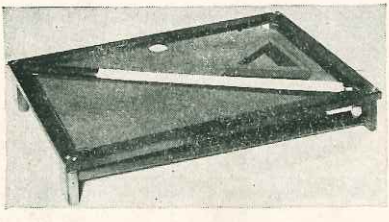
With Child's first name hand lettered on it!

Made of fine vitrified porcelain and fitted with genuine Thoren's Swiss music unit. Imagine your youngster's surprise and joy when he lifts this handsome mug and it starts playing a merry, tinkling tune! You'll have no further trouble getting him to drink his milk or cocoa. Hand decorated in gay colors, one design for girl, another for boy. 5" high. Your little one's name on it makes it his or her very own. Please PRINT name to be applied. **$7.50** postpaid. (Add 25¢ west of Miss.)

"BUFFIE" . . . The Real Fur Lifetime Teddy Bear!

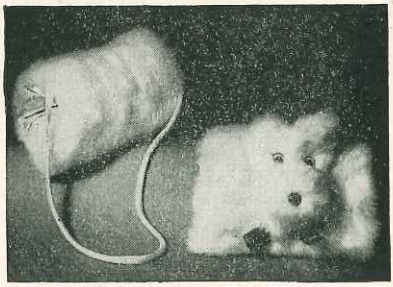
Made of genuine Bolivian lamb's fur (lambskin with the wool left on) "Buffie" can take any amount of rough handling and still come up for more. He is tough but oh so gentle! Soft, warm and cuddlesome. Sterilized and washable. Buffie is creamy white and stands 18" tall. Make your youngster's life complete by giving him or her this adorable teddy bear. Packed in attractive gift box. **$8.95** postpaid. Junior size for smaller children (14" high) **$6.95.**

Children's POOL TABLE



As fascinating for children as the regulation game is for grownups! A sure way to keep youngsters happy indoors when it's rainy or snowy outside! 15 assorted color marble balls and one white cue ball, 2 rubber tipped cues, red enameled ball rack. Frame is rubber cushioned on all sides, return ball feature from all 6 pockets. 25" x 16½". **$6.00.** Postpaid.

BUNNY RABBIT MUFFS



Your little girl will be proud as punch strutting down the street wearing this snow-white bunny rabbit muff . . . and her hands will be warm as toast! Made of imported rabbit fur . . . lined with rayon. Silk cord to go around the neck. "Scotty" muff $3.95. Plain white $2.50.

THE PLAYWRITER

The desk, blackboard and a bench all in one!

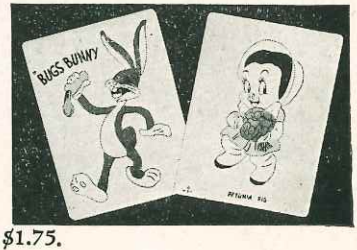
The Playwriter, latest thing in juvenile furniture, has a 12" x 20" blackboard that can also be used for reading stand or for colored crayon books. The blackboard lifts up on hinges and underneath is a roomy compartment for crayons, pencils, books, etc. Alphabet and numerals printed on blackboard. Seat is shaped to afford correct posture for the child. Made of hard wood the Playwriter is a real piece of sturdily built, beautifully finished furniture which can be used for years. $7.95 postpaid. (add 50¢ postage west of Mississippi).

KOLORAMA STENCIL SET

Contents—
thirty "two way" stencils
fifty page pad
five crayons

"Kolorama" is a completely new idea in stencils . . . designed to encourage a child's talent to draw. Planned to produce an attractive finished picture . . . allowing for the child's imagination in coloring. Any youngster who is able to hold a crayon can use "Kolorama" and will be thrilled and delighted with finished drawings he can produce. $1.25.

PUZZLE PLAQUES



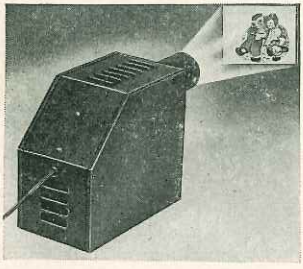
The kids are all excited about the new "jigsaw" puzzle plaques! Put them together and there are pictures of "Bugs Bunny," the handsome movie actor, or "Petunia Pig" of Hollywood! An instructive gift for a child teaching him "how to put things together." Can also be used as a picture for the nursery. 8" x 10". $1.75.

Hand Painted Personalized CHILD'S BATH RACK

Encourage your youngster to "brush his teeth twice a day", keep neat and clean and above all, use his own towel, toothbrush, comb, glass and soap. Give him this rack with his (or her) first name hand painted on it! 10½" x 20" x 4½". Sturdily made, painted a gleaming white and hand decorated in color. **$4.50** postpaid.

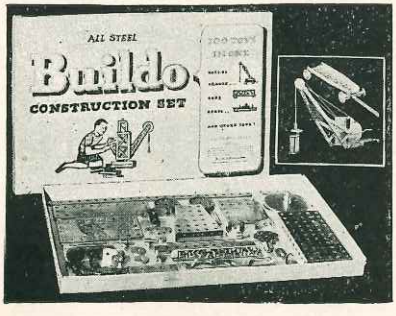
THE PLASTI-KIT

An ideal gift for the boy who likes to make things! New! Absorbing! Educational! Complete equipment, instructions and supply of clear and colored lucite for making beautiful jewelry, picture frames, etc. PLASTI-KIT is designed to encourage the boy with talent . . . to lay the foundation for a career in the lucrative plastic field. Plasti-Kit contains lucite, asbestos heating pads, glues, bending boards, polishers, saw, etc. All in a durable wood case. Complete for **$6.00** postpaid.



Boys! Girls! Here's the new ELECTRICAL PROJECTOR

No slides . . . no film! Projects any picture, comic, photograph, post card, rare stamp, etc.; also, botanical or biological specimens such as flowers, leaves, fruits, butterflies, frogs, turtles and birds. Place the object under the projector and presto! on the wall or screen you have a clear reproduction, colors and all, two feet in diameter! A scientific instrument patterned after the projector used by the U. S. Navy! All steel construction, optically ground and polished lenses. 7½" high, 10" wide, 4½" deep. **$4.85** postpaid.



All Steel "BUILDO" CONSTRUCTION SET

What all boys have been wanting but couldn't have because of war restrictions on steel. With "Buildo," one can build bridges, boats, cranes, cars, trucks and dozens of other things! Detailed 36-page instruction book full of photographs and plans! Plates, girders, wheels, pulleys, axles, nuts, screws, bolts . . . eighty-one pieces of plated steel and brass fittings The boys' gift supreme! **$4.25** postpaid.

ORDER FORM

MAYFAIR GIFTS
72-08 Austin Street
Forest Hills, N. Y.

Use this form in ordering merchandise to be shipped to you.

Date.....

AMOUNT OF ORDER $.....

CHECK ENCLOSED ☐

MONEY ORDER ENCLOSED ☐

SEND C. O. D. ☐
(C.O.D. Orders Must Amount to $2.50 or More)

YOUR NAME.....

STREET.....

CITY.....

STATE.....

QUANTITY	ARTICLES	PRICE

GIFT ORDER FORM

(Use this form in ordering gifts to be shipped directly to those you wish to receive them. We pack and ship anywhere. Safe delivery guaranteed. Please include cards to be sent with shipments.)

Date .....

AMOUNT OF ORDER $ .....

CHECK ENCLOSED ☐

MONEY ORDER ENCLOSED ☐

YOUR NAME .....

STREET .....

CITY ..... STATE .....

SHIP TO .....

NAME .....

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CITY ..... STATE .....

ARTICLES PRICE

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